Krauce

THE Publishers' Weekly

The American Book Trade Journal

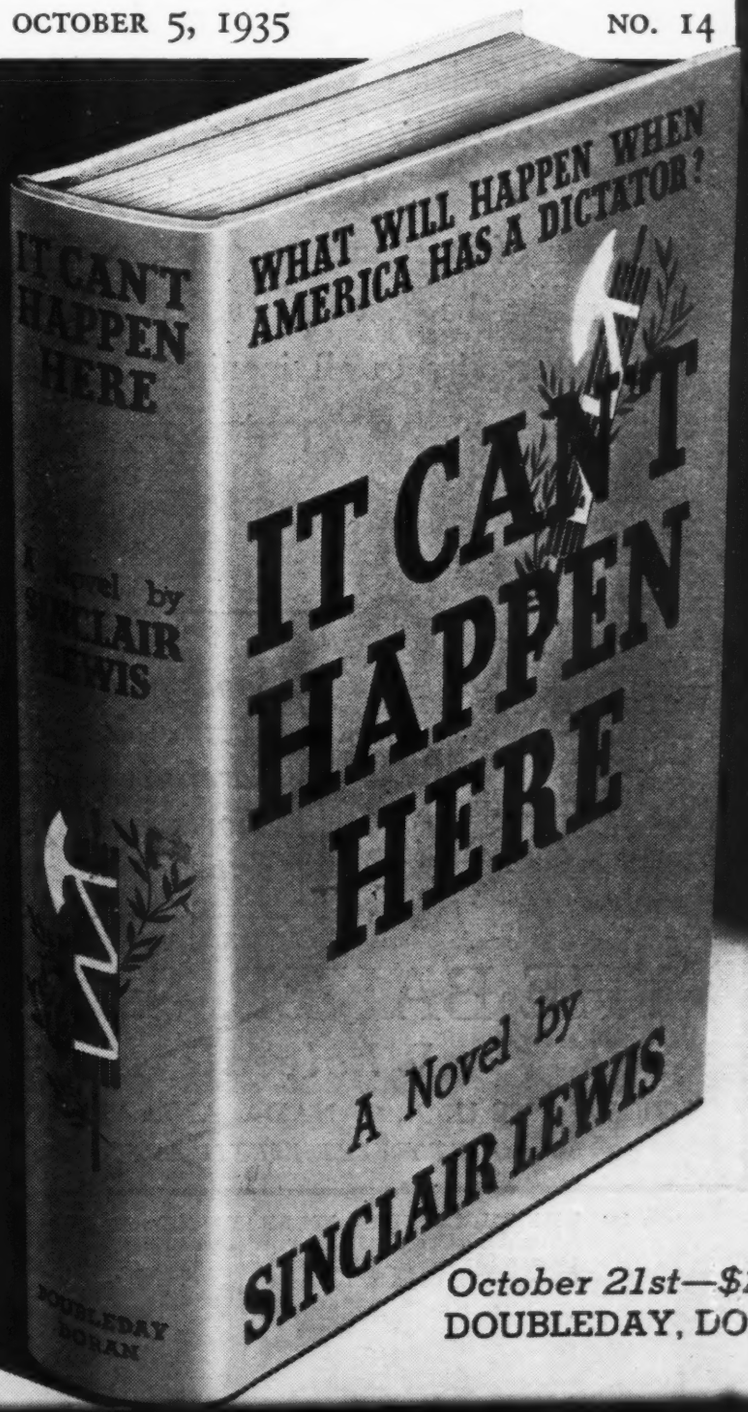
VOL. CXXVIII OCTOBER 5, 1935 NO. 14

HERE'S THE BOOK!

464 startling, breath-taking pages of Sinclair Lewis at his inimitable best. A handsome, oversize book, bound in black natural-finish cloth, stamped in gold. Smashing wrapper in red, green and black against a striking silver background.

"AAA—One of the season's big shots, of course — The book'll be a sensation," writes DONALD GORDON in *The American News of Books.*

IT WILL NOT BE SERIALIZED!



October 21st—$2.50
DOUBLEDAY, DORAN

WHOLESALE BOOKSELLERS

BOOKS AND SERVICE

B&T

ESTABLISHED 1830

Booksellers having occasion to quote competitive prices on long lists of books will find it to their advantage to submit such lists to us. We have facilities for making close quotations, and, with our help, the bookseller can often secure the order, which otherwise might be lost to outside competition. ¶ Prompt replies to all inquiries by mail and telegraph, as well as requests for quotations.

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BOOK CENTER OF THE COUNTRY

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TO THE U. S., CANADA, AND ALL PARTS OF THE WORLD

FIFTY-FIVE FIFTH AVENUE · NEW YORK

THE PUBLISHERS' WEEKLY, Publication Office, 19th & Federal Sts., Camden, N. J. Editorial and General Offices, 62 W. 45th St, NewYork, N.Y. Subscription $5; Canada $7.50; Foreign $6; 15c a copy. Entered as second-class matter at the Post Office at Camden, N. J.
Copyright 1935 by R. R. Bowker Co.

DYNAMITE *is a mild label for this exciting book. Nothing like it has ever been published before. It will sell not only this autumn but for many seasons to come . . . .*

NIJINSKY introduced the ballet to the American reading public. Between October and May *The Monte Carlo Ballet* will tour the United States. In response to the many requests for a ballet "primer" we are publishing TO THE BALLET! which includes a concise history of ballet, descriptions of ballets to be seen in the United States during the coming season, an index of ballets and a glossary of ballet terms. There are many illustrations. We will shortly send to you complete details of our unique promotion tie-up with *The Monte Carlo Ballet.*

TO THE BALLET!

***by* IRVING DEAKIN**

October 7th. $1.50

THE readers of MORRIS MARKEY'S inimitable "Reporter At Large" department in *The New Yorker* number thousands, and it is by popular demand that MANHATTAN REPORTER is published. It is a natural for Alexander Woollcott fans.

MANHATTAN REPORTER

***by* MORRIS MARKEY**

October 14th. $2.50

THE RUN FOR YOUR MONEY reveals to the reader the many ways he will be duped tomorrow in either his business or in the various aspects of his private life. The authors expose racketeering in its many forms: furniture, clothing, automobiles, charities, insurance, securities and advertising—to mention but a few.

"Knowledge of the ways of swindlers is not only right down the average American's alley, but right up his front steps into his cupboard and deep, deep into his purse. The racketeers who are doing the real damage to American purses are the shady merchants and salesmen living on the fringe of legitimate trade, finding profit in deception and fraud. They are the *real* public enemies. Rackets would not exist unless they made money, and they do make money to the extent of a ranking industry. *It is our hope that this book will protect the public against an industry organized to defraud it, by pointing out the existence of that industry and describing its method of operation.*"—The authors.

THE RUN FOR YOUR MONEY "names names." It will appeal to every reader of books such as *One Hundred Million Guinea Pigs. The Reader's Digest* has publicized the book nationally. *Better Business Bureaus* in every city in the country will aggressively promote it among their many members.

We are preparing displays, circulars and imprinted cards.

THE RUN FOR YOUR MONEY

***by* E. JEROME ELLISON *and* FRANK W. BROCK** *October 28th. $2.50*

Reminder! FAN MAIL by LOWELL THOMAS will be published October 7th. How's your stock?

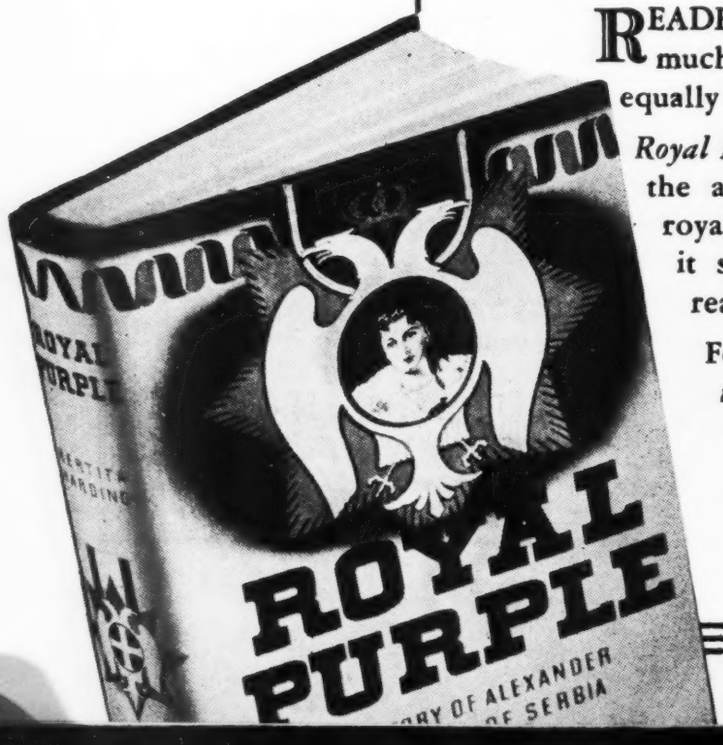
db DODGE PUBLISHING CO.
116 East 16th Street, N. Y.
Canada: Geo. J. McLeod, Ltd., Toronto

BY NOW—A DISTINGUISHE

Bertita

whose **PHANTOM CROWN** is one of the most popular and highly praised biographies in years . . .

ROYAL PURPLE



READERS of *Phantom Crown* have a right to expect much from Bertita Harding. Now her *novel* sets an equally high standard of excellence and entertainment.

Royal Purple tells with accurate detail and rare insight the amazing story of Alexander and Draga, the royal Serbian couple who met a fate so appalling that it seems a page from the Middle Ages. Yet it really happened!

For every one of the thousands of copies of *Phantom Crown* sold, there were many readers. It was that kind of book. *Royal Purple* will appeal directly to this great market. It will repay every sales aid you can give it. Have your sales force read it. Display it prominently. Talk about it.

D HISTORICAL NOVEL

Harding

BERTITA HARDING

A dramatic and all but forgotten recent dynastic murder!

This story of the weak king in the hands of an ignorant, ambitious, peasant girl, and the astounding chain of events which culminated in a crime that shocked the world will be new to most American readers. But the romance of Alexander and Draga really happened, and Mrs. Harding writes their fateful story with a proved ability which invests this historic theme with the habiliments of life.

SELL IT TO—

both fiction readers and those who enjoy biographies. Both groups will enjoy it, recommend it, and build up a good Christmas sale.

NOVEMBER 6th

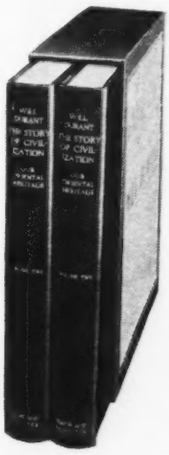
$2.50

Bobbs-Merrill

Indianapolis — New York

from THE INNER SANCTUM *of* SIMON *and* SCHUSTER

Publishers* · 386 Fourth Avenue · *New York



Will Durant's Story of Civilization
Now in a two volume set. Price still $5.00

You probably saw the full page advertisement for this two volume edition of *The Story of Civilization* in the current *New York Times Book Review*. You may have noticed what readers said about the book, and what the reviewers said. But in that ad we left out something that booksellers are more interested in than the public: the problem of production.

When your stock of this two volume edition arrived you may have thought "it looks like a $7.50 set of books." It is hard to produce this set in a hurry. It is very carefully printed and bound. That is what makes it look like such enormous value. It takes between three and four weeks to bring out a new edition.

Since we are advertising this set in big space between now and Christmas, and in view of the production problem, may we therefore ask you to place orders for a month's supply at a time, in order that we may anticipate your forthcoming needs.

And now about another world-wide book—this time by HENDRIK VAN LOON:

Suppose that we put our cards on the table and tell you exactly how the curious little book, pictured at the foot of the preceding column, came to be written. For it is as curious a little book as ever came to a publisher's desk and in the course of the last ten years we have had a great deal of queer literary fish swim in the Inner Sanctum.

One day HENDRIK VAN LOON dropped in, as he often does on his broadcasting days when he has to be in town any way, and he said, "I wish you would print this for me. Something I did for my grandson."

Of course we looked at it with great interest for we happen to be his publishers, but he has so many ideas that we sometimes have to tell him to go easy. Just now he is working on the third volume of his trilogy, "Mankind, Geography and the Arts," and we were none too enthusiastic about having him stray into other pastures until the Arts should have been finished. At the same time, these pictures were so utterly fantastic in their gay colors and the text was such an excellent piece of prose that we hesitated. And then both of us said, "Sorry, Hendrik, but it just can't be done. Four colors! And only 64 pages! We would have to charge three dollars a copy. Who would pay three dollars for a little book of 64 pages?"

Then he said, "Very well. I will make you a present of it."

Now H. v. L. is not exactly a greedy person. As a matter of fact, we have got to act as his business manager and banker, as well as his publishers, for otherwise he would give his last shirt and his best drawing pen away. But neither do publishers meet authors every day who casually remark, "Here is my manuscript. Take it and forget about the royalties." And so we asked him, "Why are you so eager to have this published? Your grandson is a most amusing infant but surely you can dedicate some other book to him, the Arts for example! Why are you so eager to get this published?"

"Well," he said, "I would like to see the kids of America have at least one book of their own that was just written and drawn for the fun of it."

It was impossible to answer that argument. So we said, "O-Kay!" And then all of us went out to lunch together.

—ESSANDESS

AROUND THE WORLD WITH THE ALPHABET
AND HENDRIK WILLEM VAN LOON

Price $1.00, published October 30th

What way is this for a butler to act?

No way at all, you say, and rightly!

But suppose he isn't really a butler, but a "forgotten man" collected at a Scavenger Hunt—

And suppose Irene, Society's freshest wall-flower, has only pretended to pass out in order to get carried upstairs—

THAT, you say, IS DIFFERENT!

...and *so* is this new story by America's master of the embarrassing situation

ERIC HATCH

Oct. 18th

$2

What a pair!

GODFREY, who learned that being a butler had its advantages; who "found" the pearls his banker-employer stole, but pocketed the reward he was supposed to give back; who made monkeys of the whole Bullock family. IRENE, who found Godfrey in a shanty and took him home where he'd "have a better fire."

Easy to Sell—Easy to Rent

It's been years since anyone has packed as much suspense, absurdity, pathos and excitement into one $2 novel. It's Hatch's best to date, and entirely different in plot from any story he's ever done. You can guarantee 100% satisfaction to every customer but Mrs. Grundy. Swell jacket! *Cut-out poster with your order.*

LITTLE, BROWN & COMPANY, Boston

ALEXANDER WOOLLCOTT

has a new book
it is called

THE WOOLLCOTT READER

The next page tells why it is obviously the runaway title for Christmas

A Great Romantic Novel of NAPOLEON

The ROAD TO GLORY

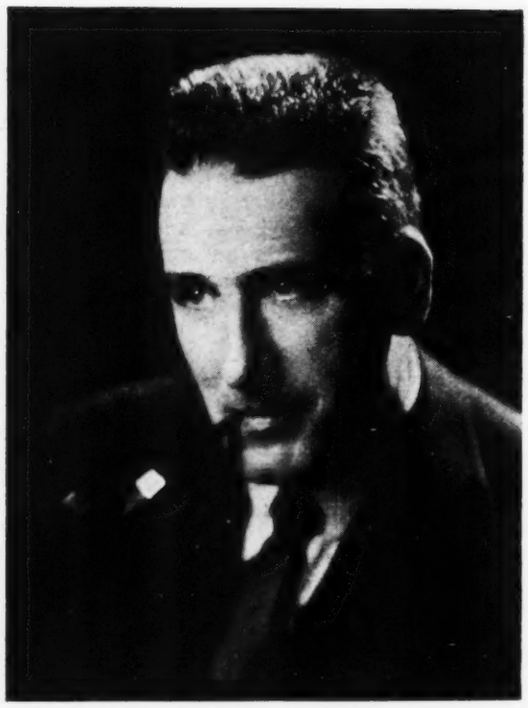
By F. BRITTEN AUSTIN

"★★ A very important book—a 'must book' for every Napoleon fan, and their name is legion. Spirited, imaginative, historical fiction, carrying the indisputable air of accuracy. . . . Very vital. Very personal. Very vivid. . . . Includes many unfamiliar letters to Josephine, indicating his unswerving devotion, her frivolity and neglect and indifference to his ambitions and hopes. Grand job."

—VIRGINIA KIRKUS

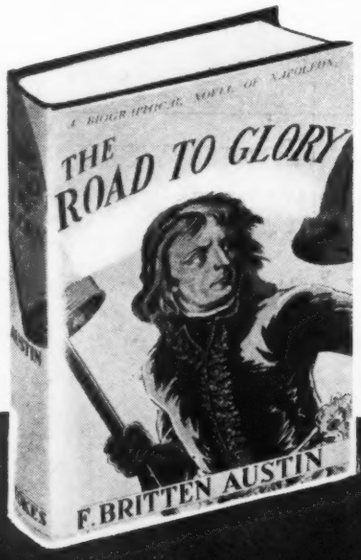
"It carries one along at so breathless a pace that it is only when one pauses for analysis that one realizes the immense amount of knowledge that is woven into it."

—B. H. LIDDELL HART



F. BRITTEN AUSTIN

is widely known to the American public for his romantic-historical magazine stories. "The Road to Glory" is both a magnificent story and a work of outstanding importance.



Jacket in four colors by Charles F. Pont

Octavo 350 pp.

OCTOBER 22

PRICE $2.50

443 Fourth Ave. New York

FREDERICK A. STOKES COMPANY

215 Victoria St. Toronto

● ALEXANDER WOOLLCOTT
(who returns to the air over a coast-to-coast hook-up October 6th) is the most potent single selling force, *for the books he likes,* that the trade has ever known.

● THE WOOLLCOTT READER contains novels biographies, stories and essays that Woollcott wants people to read because they are among his favorite reading, and for which he has written anecdotal afterwords. This collection contains some famous books, some less known, some practically unobtainable, all flavored with the unique qualities which stimulate Woollcott enthusiasm —and Woollcott enthusiasts.

● THE CONTENTS 1024 pages; 19 authors; 8 full-length books hitherto available only as single volumes PLUS 1 book-length biography — 1 book-length murder story—1 play—3 essays—1 excerpt—1 long story—3 short stories—1 story now first published in English PLUS a preface and 17 articles by Alexander Woollcott.

● THE PROMOTION PLANS: *The Woollcott Reader* will be promoted for a runaway Christmas Sale. Full page advertising will back it and posters, dummies, imprinted circulars and advance order forms are available. WARNING: Because of its length it may be impossible to fill re-orders in December.

3 Editions: Regular, $3.00. Deluxe thin paper, leather, $5.00. Deluxe signed, limited to total orders received by November 10th, $7.50.

Dec. 2nd.
Sold under
the Viking
Protection Plan.
The Viking Press,
18 E. 48th St., New York.

P.S.—WHILE ROME BURNS has now sold 117,500 copies.

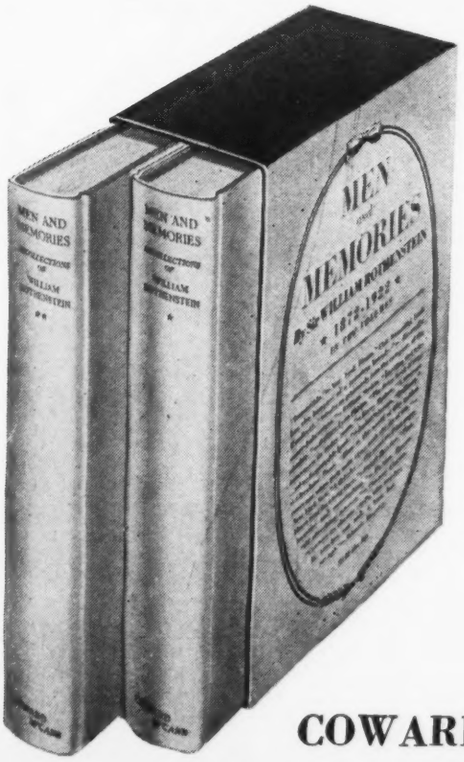
Here it is!

The new, lower-priced edition that booksellers asked for.

MEN AND MEMORIES

By SIR WILLIAM ROTHENSTEIN

Both Volumes for only $5.00



HERE is the answer to the booksellers' prayer—the complete Rothenstein at just half the price of the original. But nothing has been sacrificed. The text and size (6x9½) are identical; the same illustrations are included (96 of them), bound in natural finish cloth and boxed.

Only 1400 Sets Available

The volumes of this set will not be sold separately. Orders will be filled in order of their receipt. Publication November 7—just in time for the Christmas trade.

COWARD-McCANN, Inc., 55 Fifth Ave., N. Y. C.

EAT, DRINK AND BE WARY,

the new book by F. J. Schlink, Pres. of Consumer's Research, seems to be headed for the same sensational sales as the book of which he was co-author—

100,000,000 *Guinea Pigs,*

which went through 30 printings since its publication 33 months ago, and is still on the best-seller list.

EAT, DRINK AND BE WARY

is the first discussion of the problems of diet and of food adulteration from the standpoint of the man or woman who must eat the food.

$3,000 is our first advertising appropriation; and as an additional help in selling this book there is a circular (imprinted at your request), a poster (yours for the asking) and the book itself, 320 pages of it, loaded with dynamite, naming names —addressed to, and required reading for, every man and woman who eats.

"Looks like a sure best-seller to us," says Baker & Taylor. And so many book-sellers agree that we have had to double our original, and very large, printing order—with still four weeks to go till publication. November 5th is the day, and the price, $2.00.

COVICI • FRIEDE • 432 Fourth Ave. • N.Y.C.

IN CANADA · GEORGE J. McLEOD, LTD. · TORONTO

by F. J. SCHLINK co-author of 100,000,000 GUINEA PIGS

SCHLINK

EAT DRINK AND BE WARY

EAT DRINK AND BE WARY

THE FIRST DISCUSSION OF THE PROBLEMS OF DIET AND OF FOOD ADULTERATION FROM THE STANDPOINT OF THE MAN OR WOMAN WHO MUST EAT THE FOOD

COWICI-FRIEDE

BORZOI BOOKS

DASHIELL HAMMETT and Erle Stanley Gardner were "discovered" by Joseph T. Shaw, editor of *Black Mask*, the popular detective story magazine. He printed their stories before they were known, and more than that he boosted them — and in each case his judgment was quickly vindicated. Now Mr. Shaw is boosting another "discovery" of *Black Mask*. . .

George Harmon Coxe

whose first murder-mystery novel

Murder With Pictures

I will publish on November 11 at $2.00. It is a new kind of crime story. The chief character, the *detective*, is a newspaper photographer, and his camera is just as useful to him as his sharp eyes, his uncommon shrewdness, and the smooth sophisticated manner that gets him into places no cop could ever enter. Here is novelty — the public wants it. Plus style, speed, humor, and excitement. Watch this man Coxe. Mr. Shaw says of him: "One of the most effective among our group of contributors. . . His recognition among our own circle of readers has been particularly noteworthy. . . I anticipate with every confidence Mr. Coxe's success." Give MURDER WITH PICTURES a reasonable display. An unusually effective jacket — in colors — by Salter will help.

Alfred A. Knopf

730 Fifth Avenue, New York

ALFRED · A · KNOPF · PUBLISHER

NUMBER 5 OF THIS SEASON'S "MUST" BOOKS . . .

Booksellers and Librarians throughout the country, after a careful study of our Fall Catalog, selected eleven books which they felt they *MUST* have, no matter how small the store or library. *Their* confidence in these outstanding books, as well as the publisher's, will be supported by extensive advertising and publicity throughout the entire Fall Season. (See complete list below)

BROWNSTONE FRONTS & SARATOGA TRUNKS

By HENRY COLLINS BROWN, New York's own informal historian (author of "The Story of Old New York," etc.). "Has very much of the appeal that made Alexander Woollcott's 'While Rome Burns' so popular."—*V. M. Schenck.* With wit and vividness he makes New York re-live that intense period of growth from the Great Fire of 1835 to the end of the Nineteenth Century. Profusely illustrated with old contemporary prints, photographs, and sketches. *Out October 7th*—$3.75.

★

THE OTHER 10 "MUST" BOOKS ARE—

JOSEPH CONRAD & HIS CIRCLE
NANGA PARBAT ADVENTURE
AWAKEN YOUR SLEEPING BEAUTY
MEN AND GODS IN MONGOLIA
RUBBER TRUNCHEON
ONE AGAINST ENGLAND
MID-ICE
I TAKE IT BACK
HUMANITIES
SUNLIGHT KID

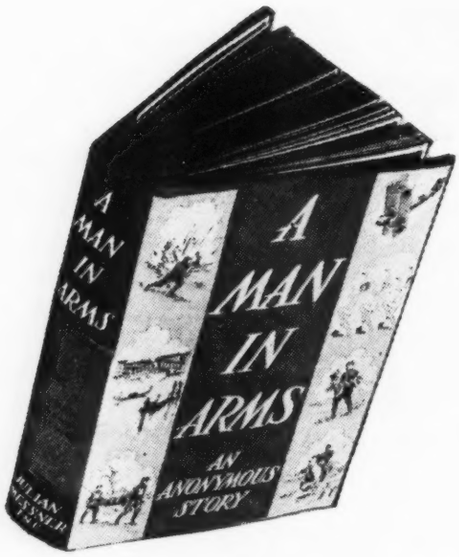
★

DUTTON SUMMER BEST-SELLERS

THREE ENGLISHMEN
50 YEARS A SURGEON
THE MAP OF DAYS
MAN OF ARAN
LIVES OF A WOMAN
MILNE $1 JUVENILES
SOUTHEAST OF ZAMBOANGA

Our Fall list consists of 78 titles, of which 8 are juveniles, 3 de Luxe Dollar Reprints, and many beautifully illustrated editions, etc. All fully described in our new Fall and Children's Catalogues. May we send you a copy of each?

E. P. DUTTON & CO., INC., PUBLISHERS, NEW YORK



THIS is the story of a real soldier who went to war and discovered that though war was hell, it was also . . . for himself and many of his comrades . . . *one hell of a good time!*

It is curious and perhaps significant that no man, in all that mountain of literature which dramatizes the World War . . . from the hysterical bombast of *Over the Top* to the chilling gruesomeness of *Paths of Glory* . . . has so much as hinted at the truth about why men fight. The horrors of war have been vividly and often portrayed. *All Quiet on the Western Front, Sergeant Grischa* and other bitter novels of the kind have left no doubt that war is bloody, brutal, senseless, grim. But there is another side to war . . . a softer, gayer, sensuous and careless side. And if we want to understand what strange fascination war holds for men; if we want to know why men go to war . . . why they are *willing* to go . . . we must let this soldier tell his story.

It is a true story . . . told without reserve and without shame . . . in the guise of fiction. To our necessarily anonymous author, and to many other soldiers like him, war is heroic, thrilling, *real.* Life at home had been monotonous and dull. War changed that. It made life seem important . . . it added zest to the mere fact of being alive. War turns everything upside down . . . it makes the impossible happen, helps dreams come true. To the author of this manly "confession" war brought adventure, romance, glory . . . the chance to perform unselfish service . . . the gratification of desires . . . release from the grind of daily labor.

The threat of death is the very spice of life. Until pacifists recognize that and do something about it their efforts to avert war are but the futile gestures of a man who stamps his foot because he's angry. Civilization can avoid war only by finding a substitute for war. What that substitute must be . . . and how terribly important it is for humanity that we find this substitute soon . . . *that* is what these pages reveal through the lives of Ralph Aburdon and his buddies.

Women . . . lovely, soft courageous, tender women . . . play many parts in this story. For them too, as for their lovers and husbands and sweethearts, war is a form of madness . . . but a not unpleasant madness that stirs every vagrant emotion and satisfies every hunger.

The author, a commissioned officer in the American Expeditionary Army that served in France during the World War, was severely wounded towards the close of the war and still suffers from his wounds. JOHN ERSKINE, famous novelist and critic, says: "For me, this picture of the casual and topsy-turvy aspects of a soldier's life carries a conviction of truth."

380 pages, $2.00

Coming October 28

A MAN IN ARMS

AN ANONYMOUS STORY

JULIAN MESSNER, INC.
Publishers, **8 W 40 St., N. Y.**

The appearance of these new titles in

The WORLD'S CLASSICS

will stimulate sales for this increasingly popular series of beautiful editions of the classics at 80c each.

To be published October 17th

SELECTED SHELBURNE ESSAYS

By Paul Elmer More

For years the Shelburne Essays have been considered classics. Now Mr. More's own selection is available in this beautiful low-priced edition, with a new essay introducing the volume. 80c

THE STRICKEN DEER
Or The Life of Cowper

By Lord David Cecil

Originally published in 1930, this unusual volume won the James Tait Black Memorial Prize for the best biography of the year, as well as the Hawthornden Prize. Its inclusion in the World's Classics will be welcome news for readers who appreciate the best of our contemporary literature. 80c

Just published

THE COMPLEAT ANGLER

By Isaac Walton and Charles Cotton

Book collectors and anglers will be interested in this volume which reproduces all the typographical charm of the original fifth edition of 1676 (the first to include the Second Part by the Charles Cotton). With facsimiles of the title page to each part, two pages of music, and ten woodcuts. Introduction by John Buchan. 80c

BEAUTIFUL END

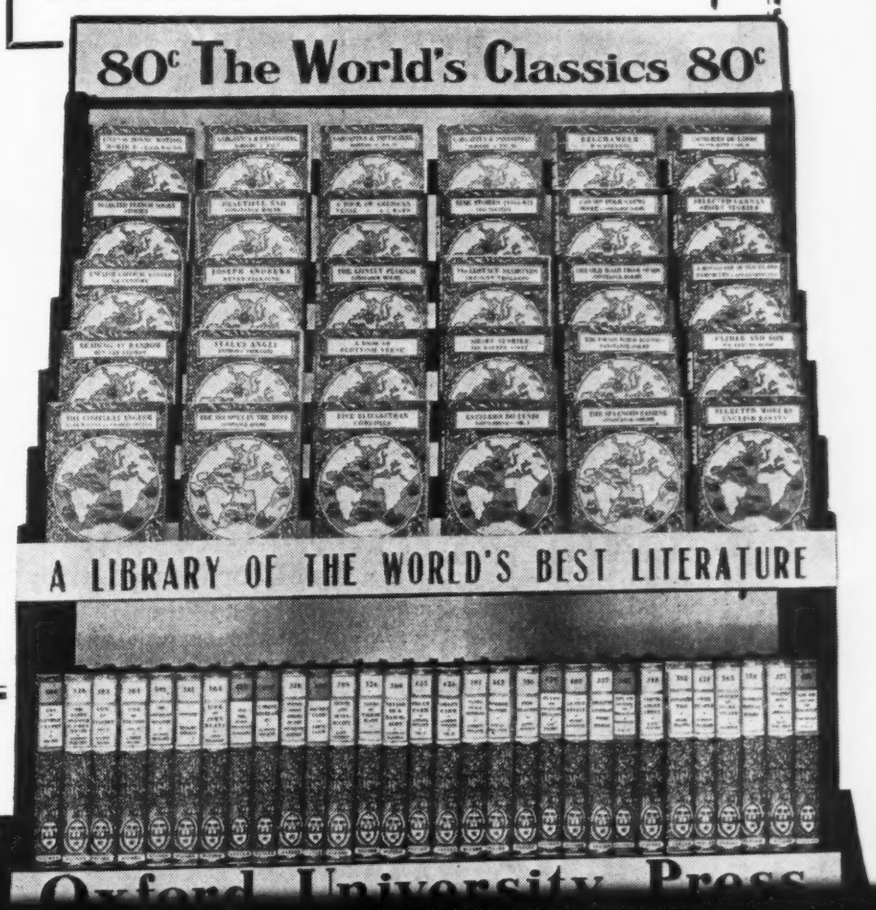
By Constance Holme

Miss Holme is "indubitably the most important living woman writer of prose fiction," says the *Birmingham Post*. This is the seventh volume by this distinguished novelist to be published in this series. 80c

The World's Classics SELL THEMSELVES!

Take advantage of the increasing popularity of the World's Classics.

Write us for particulars about this new display rack which contains and displays approximately 100 titles. Size 30 x 30 x 9.



OXFORD UNIVERSITY PRESS

114 FIFTH AVENUE NEW YORK

Books that will *Sell!*

SOME AMERICAN PEOPLE

By Erskine Caldwell

Caldwell's first book of non-fiction is a shocking picture of changing, restless America. Virginia Kirkus says: "Sell this book to the Erskine Caldwell market — as the raw stuff of which his stories are made. Sell it to those interested in social problems of today." *October 21st.* $2.00

FIVE CATS FROM SIAM

Thirty superb photographs by Thurman Rotan. *Text by* May Lamberton Becker. Listen to your customers "OH" and "AH" when they see it! The perfect book for lovers of cats! The perfect book for lovers of pictures! *Oct. 17th.* $2.00

PATHWAY OF EMPIRE

By Edward Hungerford

The story of New York State. "Should be a standard stock item. . . Should be on all public and school library shelves... The ideal New York State guide."— Virginia Kirkus.

October 31st. $3.50

THE SPIRIT OF VIENNA

By Alfred Granger

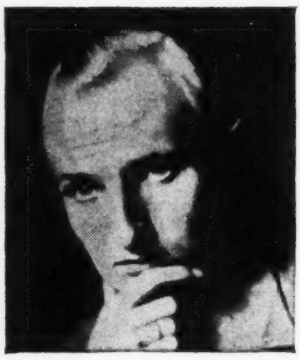
A fascinating book that captures the glamour of beautiful Vienna, and a delightfully informal guide book for the European traveller. *22 full page illustrations. October 7th.* $2.50

SLAVES and IVORY IN ABYSSINIA

By Major Henry Darley

Exciting and timely. Cash in on the current interest in Ethiopia. *Coming October 25th.* $2.00

A "MUST" NOVEL



THE LAST CIVILIAN by Ernst Glaeser is a magnificent novel which we believe will take its place with such great literary works as Thomas Mann's *Magic Mountain* and Eric Remarque's *All Quiet on the Western Front.* It will be published for the first time in any language October 31st.

All of our readers said the same thing about THE LAST CIVILIAN in different ways. Here is one report:

"This novel MUST be accepted. It is a marvelously rich and full-blooded book that is likely to displace *The Oppermanns* as the major novel about Nazi Germany . . . will overcome whatever prejudice there is against reading about Nazi Germany... about people, not isms . . . will get overwhelming praise from critics . . . the sky is the limit in sales. Glaeser's great achievement is that he can write without bitterness. He does not villify; he does not scoff. That is much in a time as contentious as this, when deep pity and understanding like Glaeser's have all but disappeared." Make sure that your early requirements for stock are taken care of.

Like so many German writers Ernst Glaeser is now living in exile. His world-wide fame came after the publication of "The Class of 1902", a book that deals realistically and sincerely with the psychological and physical horrors faced by members of his generation who were behind the firing line. It sold 70,000 copies in Germany and was published in most European languages.

THE LAST CIVILIAN

BY ERNST GLAESER

October 31st. $2.50

McBRIDE

116 E. 16th St., New York

In Canada

Geo. J. McLeod, Ltd., Toronto

Oxford University Press

A TRIBUTE FROM A GREAT BOOKSELLER

MARSHALL FIELD & COMPANY

STATE, WASHINGTON, RANDOLPH & WABASH

CHICAGO

September 14, 1935

Dear Bennett Cerf:

I have just finished Morley Callaghan's THEY SHALL INHERIT THE EARTH. Morley Callaghan is one of my favorite authors. I have read everything he has ever written and I think this is the best and I am glad you are going to publish for him from now on.

Bennett, I really am afraid to let myself "go" in writing you about this book. You are quite right, he well deserves to be on the list with Proust, O'Neill, Jeffers and Joyce. I am so excited about it.

My assistants also are singing the praise of THEY SHALL INHERIT THE EARTH. You will see that we have increased our advance order and hope to sell many more hundreds besides this initial order. I think there is no doubt that we will.

Sincerely,

Marcella B. H.

Marcella Burns Hahner

P.S.

On September 27th (10 days after publication) Mrs. Hahner ordered ANOTHER 100 copies . . .

THEY SHALL INHERIT THE EARTH

MORLEY CALLAGHAN'S *greatest novel*

NEW REVIEWS:

HIS BEST: "His best novel; a mature piece of writing and a guarantee for his future . . Easily his most ambitious book and equally his most successful." J. DONALD ADAMS, *N. Y. Times Book Review.*

POWERFUL: "Morley Callaghan's work had power from the first; now it has sustained power. It always showed creative insight; now it has creative sympathy." —MAY LAMBERTON BECKER, *N.Y. Herald Tribune "Books"*

ABSORBING: "A powerful and absorbing story." —*Literary Digest.*

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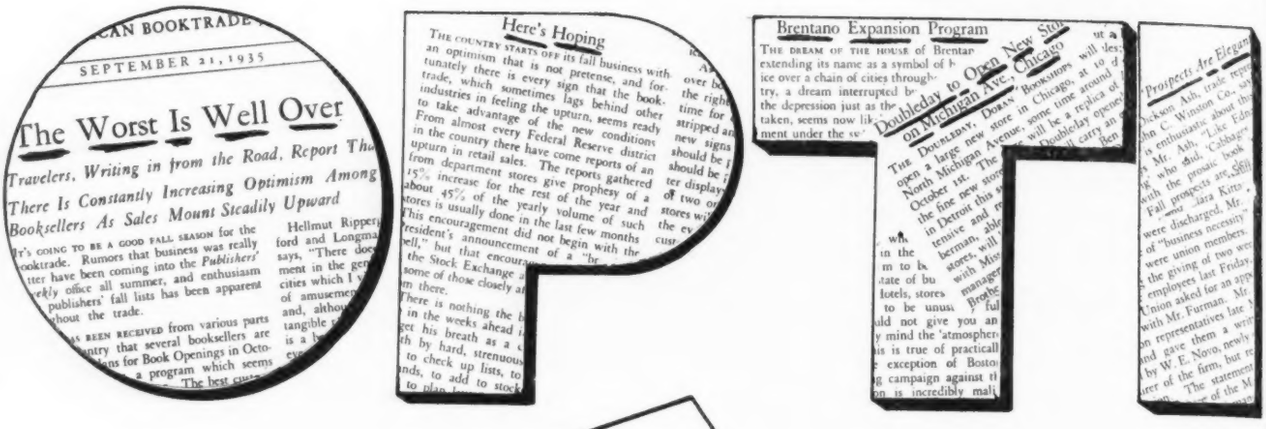

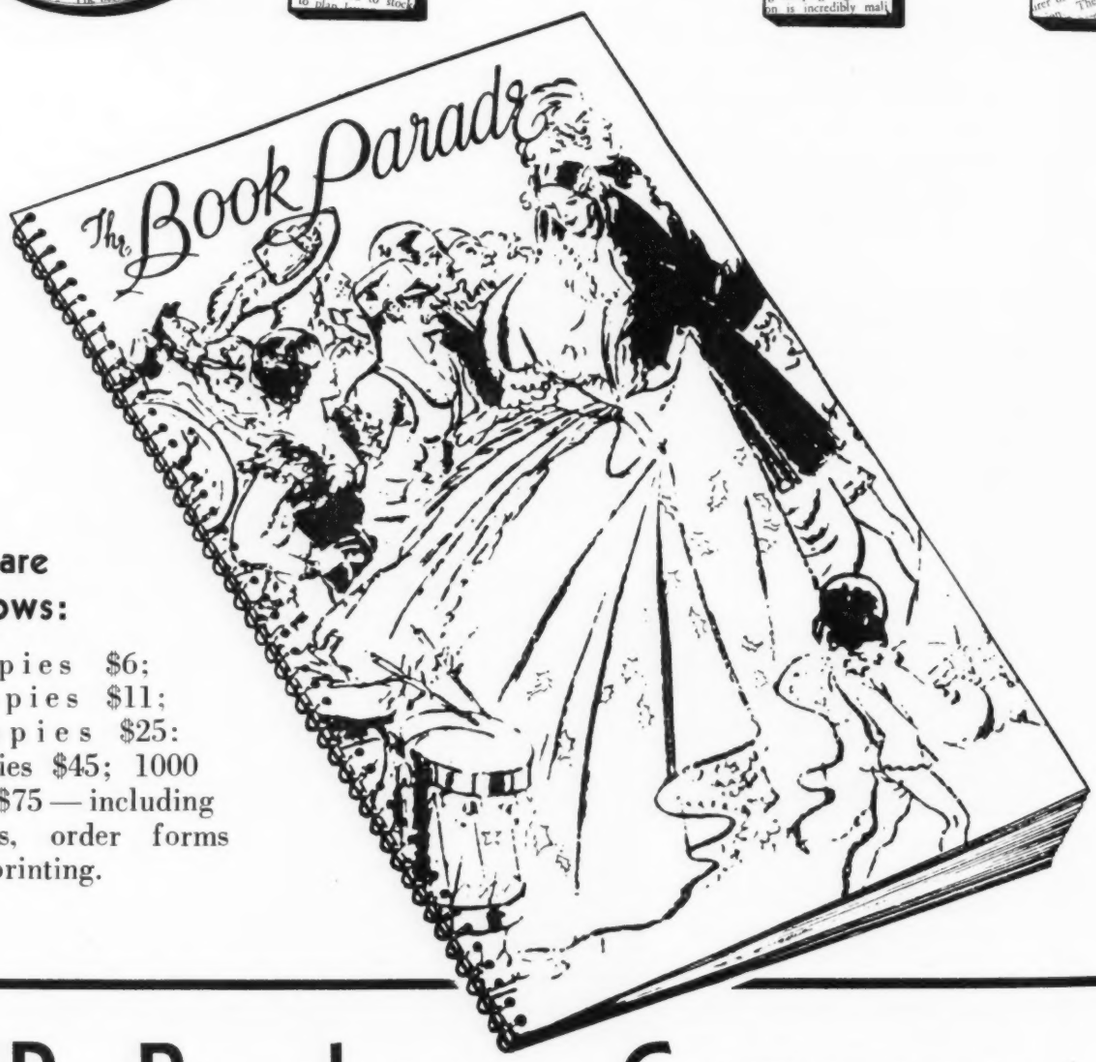

Prices are as follows:

50 copies $6; 100 copies $11; 250 copies $25: 500 copies $45; 1000 copies $75 — including envelopes, order forms and imprinting.

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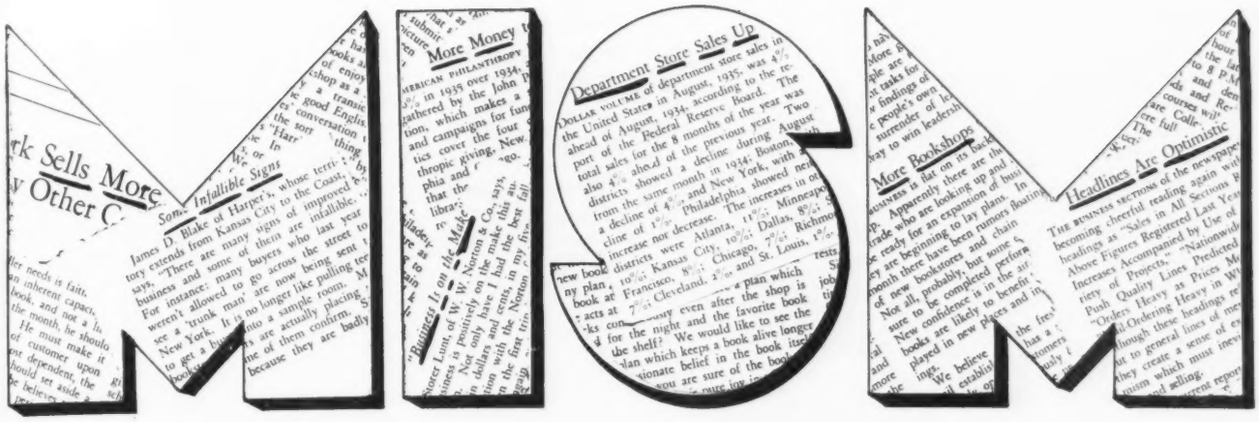

that is not pretense
"PROSPECTS ARE ELEGANT"

There is every indication that this coming Holiday Season will be a fine bookselling period. There's an impetus in public buying—there are many fine books. It will be a "good" Christmas.

"Jus 'for' Christmus" is the time to go after sales. The bookseller who distributes buying information to his customers is going to profit by such distribution. Book buyers need book information and appreciate the service of good cataloging. They will respond to the attractive, well-ordered editing and charm of Bowker's BOOK PARADE.

Leading booksellers in large city stores and in small city shops have appreciated and applauded the announced BOOK PARADE. *You* and your customers will also like it; and will be inspired to "more books."

This Holiday Season, *more than ever*, you should distribute such a fine catalog as this. It's going to pay.

We would have you note again some book trade opinion:—

> *"Bowkers' have certainly rung the bell. The Book Parade will be the handsomest piece of advertising ever distributed by any dealer."*
>
> John Kidd
> (orders 5000 copies)

> *"Congratulations on a most original departure. It is interesting and inspiring."*
>
> Richard Montgomery
> (orders 2500 copies)

> *"It's swell."*
>
> John Remington
> (orders 6000 copies)

> *"A fine catalog."*
>
> A. Kroch
> (orders 7500 copies)

and small-town shops order such as

Hayes' Sandhills Book Shop	50 copies
Jacobs' in Shenandoah	50 copies
Stone & Thomas in Wheeling	50 copies

AND A HUNDRED OTHERS WHO WANT BEST CUSTOMERS TO HAVE THIS BOOK PARADE.

JOHN O'HARA'S

NEW NOVEL

READY OCTOBER 17, $2.50

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THE PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

OCTOBER 5, 1935

When Authors Meet

A Few Tips to Publishers

ANONYMOUS

WE HAVE IT ON THE EXCELLENT AUTHORITY of Dramatist Rachel Crothers that "when ladies meet" they begin at once to talk over their men. Authors—be they male or female—are no less immune from the human weakness of garrulity, and their unsuspecting publishers supply an inviting and easy target. When authors meet, and they do whenever they get the chance, that is the time for the cautious publisher to lay his two ears to the ground. If they start to burn he can then count himself among the fortunate minority.

Authors, in spite of their natural curiosity, are as a rule reluctant to share their literary secrets. They seldom talk shop in the usual meaning of the term. Not often do you observe Mr. A. rushing up to Mr. B. and asking him how he happens to be so deft at characterization, how he is able to sustain reader interest over 536 pages, or how he has managed so successfully to avoid anti-climax. Nor will Mr. B., in return, confide to his rival that the psychological moment has arrived for a long picaresque novel, for an epic narrative poem, for an informal, chatty book on herbs. He keeps such discoveries tightly under his hat, in the hope that he will be the one to profit most handsomely. Except in cases of long-standing friendship, Miss A. will not warn Mrs. B. that she is headed down a blind alley in her literary march, nor will Mrs. B. let it be known to her ambitious sisters that there is a ready and continuing market among nice old ladies for the competently-written, sentimental novel constructed upon the age-old Cinderella or Prodigal Son motif.

Authors are given to maintaining a discreet and fitting reticence, and they recognize certain unwritten laws. In their Book of Etiquette there are printed a number of Don'ts to which they are inclined to adhere: Don't exhibit too great an interest in your fellow's next book. Don't ask him what it is about or how he is getting along or whether he expects to be able to take advantage of the Christmas trade. Don't inquire if he is going to Arizona for literary material or a cure for asthma. Don't tell him that you once wrote a novel on the same general subject as his last, and that it fell flat.

A Different Story

But when it comes to the much-discussed "commercial side of writing," here is a totally different story. Show me the author who does not exhibit a lively interest in how much money other authors are making. Show me the author who, by direct question, implication, innuendo, or back-stairs methods, does not try to find out if someone else is not getting a better break. And if so, how. "I don't think I will ever go to another literary cocktail party," a New York writer confided to me the other day. "Someone always seems to get me in a corner and after the third drink asks me to tell him—just between friends, you know—how much old So-and-So pays me for a story." Apparently things are not much better in places as remote as the Riviera, where another author told me of a lunch party he had attended. His host was a literary gentleman whose name is known on five continents. The other guest had no difficulty in turning out one best-seller after another. "Can you guess the main topic of

conversation?" my friend asked me. "Royalties!" No, this story did not come out of George Doran's confessions. It was told me just three weeks ago by an aspiring writer who is more than slightly interested himself.

Authors Are Human

Authors are human. That is one of the reasons that people read the books they write. Jealousy is a human attribute. Therefore, if authors are jealous of each other, it is not surprising. The friendly rivalry that exists between Wells and Shaw, to mention one particular case, is well-known. But the rivalry is not always so friendly, and many authors have their own pet jealousy or antipathy among other authors. Tom is out to supplant Dick in the hearts and purses of the country's readers, although Harry's success leaves him completely cold. Miss Smith is convinced that she is a far better writer than Mrs. Jones, even if her books don't sell half as well. She develops a grudge or a phobia or a complex, perhaps all three, against Mrs. Jones, while on the other hand, she may be quick to praise the work of a score of others.

I wonder if the praise that authors lavish on each other's books is not, in its lack of sincerity, somewhat akin to the crocodile's famous tears. In this matter to be sure, authors are put in a difficult position. A publisher for instance sends a new novel of the soil to the author of a current, best-selling novel of the soil, in the hope that he will get a "blurb" that he can pass over to his advertising department. If an enthusiastic blurb is forthcoming it means a certain increased publicity at a crucial time for the author who has given it. It immediately stamps him as something of an "authority." And the object of his flattery may be useful at some later date in returning the favor. Nevertheless he is boosting a rival. If he slams the book, or says nothing at all, he lays himself open to criticism on the score of being jealous. The author of the new novel is very apt to hear about it. The word gets around. Who is he, secure in his success, to refuse to give a leg up to a newcomer? It's an embarrassing business. Some writers, like Mary Roberts Rinehart for example, have taken a flat stand. They refuse to comment, either favorably or unfavorably, on the work of their contemporaries. Thus there can be no accusation of log-rolling, none of the "you scratch me and I'll scratch you" business that is so often charged.

A season or two ago, one author sent another a copy of his new book. The second author wrote back a complimentary letter but, because for certain personal reasons he did not wish to be quoted, marked it "Confidential." Before the week was out this letter was broadcast to the trade! A merry scene will ensue, I am sure, if ever again these authors meet. The Lewis-Dreiser fracas has set a good precedent.

Arnold Bennett's "Journal" was indeed an eye-opener. Did authors really set out hammer-and-tongs to make money, people asked? Was writing a "business" just like any other? Was Mr. Bennett, with his elaborate bookkeeping, typical of the race? Previously, people had taken publishers' reminiscences with a grain of salt, but here was an author, balancing his books carefully on the 31st of every December and keeping a watchful eye on them every other day in the year. Now comes the impartial Mr. Curtis Brown, literary agent, with a sheaf of memoirs to assure us all our books are not written from inspiration or inner impulse.

When Authors Meet

When authors meet, particularly if they are old friends, let the publisher, the editor, the bookseller, the literary agent, the lecture manager, and other middlemen, beware. Did you get a good advance on your new book? Are your royalties computed on the gross or the net? Don't you hate magazines that insist on happy endings? What do you think of a publisher who can't get the booksellers to give him good window displays? Do you people stand in well with the bookclubs? Do you think you are better off having an agent than dealing direct? What percentage of your traveling expenses do you have to pay yourself? This is the type of question that the self-respecting author no longer fears to ask; and, in the long run it makes considerable difference to his business associates how they are answered.

Take the publishers, for example. Each and every one will tell you how important it is to keep his authors' fur smoothed in the right direction. Yet, by countless little things, he is unconsciously ruffling it more often than he realizes. He may get away without giving an author the advance or the

royalty he asks for, but he quickly forgets that the author is equipped with two ears and a tongue, that he circulates freely, and that publishers, as well as books, are continually at the mercy of our old friend, "word-of-mouth advertising."

Authoresses Like Roses

When authors meet, suppose one says: "My publisher gives me six free copies of each one of my new books." And suppose a second says: "That's funny, mine always sends me twelve." And a third: "I always get a dozen and a special copy bound in morocco and gold as a Christmas present." A small matter, yes, but small things are often the longest remembered. At a literary convention not long ago, several authors gathered, and made friends immediately. "What a miserable night I had," exclaimed one. "The train was like an oven, and I was in an upper at that." She did not feel any better when one of the number said briskly: "I had a fine trip. My publisher sent me out in an aeroplane." Another tip: authoresses like roses. Unreasonable? Well, maybe. But nevertheless true.

"The story got about among authors . . ." I seem to have heard this expression many times. The "story" is almost always about some publisher. What he did, or what he didn't do. And how did it get around? Probably some author heard it, or exaggerated it, or made it up entirely—then passed it on.

"My publishers are nice people, they make attractive books, but they don't advertise." Haven't we heard this somewhere too? Publishers do advertise, but not always do they let their authors know it. They don't bother to show them their advertising schedules, submit proofs or notify them of the time and place at which advertisements will appear. The appropriation is soon exhausted and the advertisements have come out long before the irate author storms in and demands: "When are you going to begin to advertise?" A little forethought, a little trouble, and one more crisis might have been averted.

Frequently an author will think that a publisher has spent about $500 advertising his new book. Actually the publisher's records show that he has spent $1500. Authors do not know much about advertising rates. They don't go out of their way to find out. Nobody tells them. Only the author with exceptional business acumen knows that it is possible to have an advertising guarantee written into his contract. Possibly some day he will broadcast this discovery and his brothers, if not completely satisfied, will at least know what they can expect in advance.

Happy authors are among the best assets a publisher can have. They are not inclined to leave home and they frequently bring their friends back with them. If department stores find it good business to assume that the customer is always right, a little more of this attitude on the part of publishers wouldn't do any harm. The author is not always right, not by a long shot, but if his demands are not excessive, it is oftentimes profitable to treat him as if he were.

Jackets are apt to cause trouble. Some publishers show them to their authors for okay. Some don't. Authors are apt to compare notes on this delicate subject also, and sometimes a displeasing jacket will prove to be the straw that breaks the camel's back, giving the author a ready if weak excuse to change publishers.

An advance against royalties cannot fail to please an author. It is tangible evidence of his publisher's faith in him, and sometimes it is the better part of wisdom for a publisher to give a small advance even if it is not asked for and he can have the book without it. Yet authors, more often than I like to admit, have taken advantage of publishers on this very score. Only seldom do you hear of an author—although I have an actual case in mind—offering to release his publisher from a percentage of his advance or advertising guarantee when it becomes evident that his new book had not come up to commercial expectations.

Authors Are Funny

One of the most popular women writers in the country was talking the other day to a man who had once been a publisher and is now a successful novelist. She said that she had never had an advance, had never asked for one, but the more she talked to writing people and heard what they were getting, the more convinced she was that she had been an easy mark. "When I send in my next manuscript," she boldly announced, "I am going to demand an advance!" "How much?" he asked. After a moment's hesitation she

drew herself up proudly: "I'm going to *insist* on a *thousand dollars!*" Thus a Pulitzer Prize winner, the aggregate sales of whose twenty odd books are not much below the million mark.

Authors do funny things. For instance, they love to misrepresent sales, to themselves, to publishers, to literary agents, to other authors. They love to bother booksellers and make a general nuisance of themselves, either because they are proud, ambitious, over-zealous, or just anxious to be "helpful." Some of them pull wires to receive favorable reviews. Others don't read reviews—or say they don't. One will pester his publisher to send him his reviews as fast as they come in, instead of subscribing to a clipping bureau which exists for just such purposes. Another will glow with pride over fulsome praise from a "hick" newspaper, and close his eyes to a scathing appraisal by one of the best critics in the country. Authors' wives, husbands, and sweethearts also meet, and talk things over, and often stir up a lot of trouble. As nearly as I can remember it, here is the actual transcription of a "fast one" recently hurled at me by an author's wife: "Can't you tell me the name of a good woman agent? I'm not satisfied with what my husband is making. He is entirely too friendly with his agent, Mr. Blank. They never get down to business. Now if I could find a smart woman agent and could deal with her myself, I'm sure we'd be a lot better off."

Now let us turn this picture to the wall, and see what is on the other side. Now and again publishers meet, also—a fact that authors habitually overlook. They are prone to forget that publishers belong to Lunch Clubs, play golf together, swap stories back and forth, and that as a race they are scarcely less talkative than the authors themselves. Take the case of the gentleman from San Francisco, let us say. He comes East with a manuscript that has good stuff in it, and has no difficulty in finding a publisher. He gets an offer and then "retires to his hotel room to consider it." Instead, he goes to a second publisher and quotes the terms offered by the first—only increasing them slightly. He then goes back to the first, asking him to raise his ante on the basis of what he says the second has offered him. A day or two later a third comes into the picture, and all looks rosy. Stocks are going up all around. But the gentleman from San Francisco has calculated without the possibility that the three publishers might be good friends, that their paths might conceivably cross before he left town, that they might be in a communicative mood, and that, by a very odd coincidence, his name might just possibly creep into the conversation, and the bitter truth leak out. And so I say, before bowing towards the exit, let both authors and publishers consider the thought that what is sauce for the goose is equally appropriate for the gander.

The author of this article is not the same Anonymous who wrote "An Advertising Catechism" in the January 13, 1934 issue of the Publishers' Weekly. *That Anonymous was Robert N. Linscott. Nor is it the same as the author of "A Few Sour Notes on the Book Business" in the August 17, 1935 issue. That was Bernard Smith. That article will shortly appear in an English paper signed with the author's name. This is a different Anonymous*

A Humble Menace

Every Week, Despite the Weather, This Traveling Library Calls on 40 to 60 Rural Readers

CORNELIA SPALCKHAVER AND KATHLEEN WALKER
of the Rockland, N. Y., Library Service

WE WERE GREATLY INTERESTED in Miss Lee Wright's "Diet for a Monster" in the September 7th issue of the *Publishers' Weekly*. We have read your publication enthusiastically since a year ago August 1st, which date marked the inception of what is probably the most humble of circulating libraries. It is rather pretentiously called the Rockland Library Service and boasts a membership of 200 and a stock of nearly 1,000 volumes purchased since August 1, 1934, out of the proceeds of the business.

Our *modus operandi* is peculiar. We travel in a second-hand business coupé, the rear of which has been fitted with home-made shelves carrying about 300 volumes, over the whole of Rockland County, New York. Every week in the year, snow and ice, thunder and lightning, five days in the week, we call on from forty to sixty people, mostly housewives, but also farmers, butchers, artists, parsons, and retired gentlemen. We see each of our members once a week according to schedule on the proper day unless unforseen obstacles such as a tree across the road or a temporary ditching in winter delay us. We still arrive—if a trifle late.

These people represent a fair cross-section of the county, and they welcome us literally with open arms, pressing us to come in out of the cold (or heat), to have a cup of coffee, to chat about the latest books and neighborhood news. The majority of them are not well off—to some the weekly fee of twenty-five cents cannot be hurdled every week, and they mumble that they are too busy this week to "take a book." Like everyone else they want the "new" books, except for perhaps twenty-five percent who demand "good" books of whatever publication date. What do they mean by "good"? I wish I knew better than I do, but they nearly always mean well-written, of compelling interest and sincere.

This was and is a shoe-string venture by means of which the two of us as partners with some maintenance farming on the side have managed to support five people for one year and a month. Yet considering that we meet a real community, in fact a county need, since Rockland County is not over-blessed with libraries, we have been frequently pained to observe references in the *Publishers' Weekly* to the Circulating Library MENACE in capital letters. Can we, we ask ourselves in wonder, be a menace? As we find ourselves stocking three, four, five and six copies of best sellers, at $2 or $5 list price, we wonder just how many of the thousands of volumes sold go direct to John Q. Public and how many to our older brothers, the established and stationary rental libraries? We wonder how many of our cautious customers would invest five or ten dollars in the few books they buy a year, if we did not first give them an opportunity to read a wide selection of books from which their choice of what is worth owning is made?

In fact, Mr. Publisher, we wonder a great many things about the books you urge us to read and buy, or should we say to buy and read? For example, are you perhaps not publishing too much trash for city consumption and too little real meat for your rural readers? Our handful of members will not tolerate trash, unless you so class the mystery novel which has always been in a category of its own. Our worst lemons are the hard, brittle, supposedly clever books so widely ballyhooed, forced on us by unwarranted advertising—books whose poor thin flesh is riveted to the skeleton of an idea. But, no doubt you will find this unwarranted presumption from so small a menace.

THE Publishers' Weekly

The American Book Trade Journal

Founded by F. Leypoldt

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Publisher and editor to 1933
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Sanford Cobb — Alice P. Hackett
Albert R. Crone . . . . . *Publications Manager*
Louis C. Greene . . . . . *Advertising Manager*

October 5, 1935

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto. —Bacon.

Prepublication Prices Effective

The pre-publication plan of book pricing seems to be gaining wider acceptance. In the advertising pages of one September issue of the *Weekly* the plan was applied to a biography, a novel, an encyclopedia and a trade bibliography.

As a method of giving recognition to the value of early orders, especially on books into which there has gone a heavy plant investment, the low pre-publication price idea has many virtues. When clearly announced by the publisher every potential customer has an equal chance to take advantage of the special rate and to make his book money go farther by making a prompt decision. The marketing of the Columbia Encyclopedia has illustrated the most happy use of the pricing method. On the publishers' side there was the cumulative expenditures of eight years of editorial work and heavy plate cost sufficient to tax the resources of any publishing budget, there was the added incentive of getting prompt recognition of the one-volume encyclopedia idea in a market full of encyclopedias. The saving of $2.50, or approximately 15%, was a fair return to the purchaser for having made a prompt decision and he had the added satisfaction of knowing that his bookseller would have his copy ready for him on publication date.

A pre-publication price is also announced for Perry's "The Thought and Character of William James," an Atlantic Book for November. Here is an important work of great size as biographies run and of a necessarily high price. It is the kind of book that many will note for future reading but these many may postpone their purchase. To those who make a prompt decision three dollars is offered, a saving sufficient to make any book buyer attentive. Such an offer ought to double the advance sale.

The pre-publication idea cannot be adapted to many titles without blunting its own effectiveness but used wisely and with thoroughly developed trade cooperation it can be an increasingly effective sales instrument.

A Great American Publisher

No American publisher ever became a figure of more national significance than Isaiah Thomas of Worcester, a printer's apprentice at seven, widely traveled before he was twenty, the publisher of a newspaper at twenty-one, an enterprising and highly successful publisher of almanacs, juveniles, school-books, religious books and Bibles. He sold 25,000 of his Royal Standard Dictionary a year—300,000 in all. (It was dedicated with permission to Benjamin Franklin.) He was the publisher of Noah Webster's Spelling Book and printed fourteen editions before the 14-year copyright term expired. Thomas had a list of 342 titles, evidence of extraordinary initiative and energy, and was printer of over 800.

But he was not only a publisher, he owned his own busy presses and knew every aspect of the job of printing, the most famous of American printers after Franklin; he established his own bindery and his own paper mill. Nor is it to be forgotten that he was a successful bookseller, also an author of scholarship and ability, one of the founders of the Boston Athenaeum; and he laid the foundations of the American Antiquarian Society with his own collections.

A biography of Isaiah Thomas has been needed, one that could take its place on the lengthening shelf of books which retell the story of American printing and publishing. This new biography has been supplied now by Annie Russell Marble, under the alliterative title of "From 'Prentice to Patron" (Appleton-Century), of which Dr. Clarence S. Brigham, director of the American Antiquarian Society, says, "The volume has a freshness of treatment and a wealth of new material which makes it both readable and of historic value." The story of the publisher of "Mother Goose Melody," "Goody Two Shoes," Webster's "Speller" and the famous "History of Printing" deserved a retelling as it deserves rereading by those who are entering the publishing business and who should know something of the history of its great figures.

A Monumental Bibliography

EVERY PUBLISHER, bookseller or librarian may well pay his respects to the French scholars who have undertaken to prepare an index to all French books from 1501 to 1930, the "Répertoire de Bibliographie Française" of which the first part has just been delivered to subscribers.

Here is a task so monumental in scope that only hardy enthusiasts and devoted scholars could expect to see its completion. Each quarto part as published will contain 128 pages, and the 128 pages of Fascicule I carries the alphabet from A to ACKER. No forecast is offered by the publishers of the probable number of parts, but, using Brunet as a measure, the "Répertoire" might be expected to run to 120 parts. The price per part is 60 f. payable as it appears. The publisher is Librairie Letouzey et Ané, publishers also of the great "Dictionaire de Biographie Française" now in process of publication.

Every book dealer or librarian can imagine the time that such a reference work would save him. No such record of books is available for any other language. It is as though Evans' "American Bibliography" were brought down another century in its records of American publishing.

It seems not inappropriate that this publication is launched on the 300th anniversary of the founding of the French Academy by Richelieu. The first task of the Academy was to edit the French Dictionary and lay the foundations for the precision and power of the French language. The fifty collaborators who are directing this new bibliography are following in a great tradition. The French are eminent as the publishers of reference books. They have proved it many times in these three centuries.

Pamphlet Selling

THE POSSIBILITIES OF A SUCCESSFUL SALE for paper-covered pamphlets through bookstores is being given a thorough try-out by the University of Chicago Press in its "American Primers" which are going on sale this week.

The project seems to have been launched with every detail carefully worked out. The "Primers" are on economic and political subjects, an area of discussion which the American public thinks of when it thinks of pamphlet literature; the price is a quarter which is even change; the format and cover design are the last word in up-to-date layout; a rack is provided for effective display.

Twenty-five-cent merchandise has usually fallen to the newsstall or chain store and the general bookstore or book department has not found sufficiently rapid turnover to make it profitable. With economic discussion rife and its most crucial problems effectively presented, many shops will be testing out their facilities as a distributor of this popular-priced material.

Urging Student Prizes

BOOKSELLERS IN COLLEGE CENTERS should have it in mind to check with the colleges as to the possibility of a prize award this year for the best student's library. Twenty-five or thirty colleges have adopted this plan and in each case found it to be of great interest to the students. Last spring a pamphlet on "Prize Awards for Student Libraries" prepared by a special committee was printed through a subsidy from Carnegie Corporation and mailed to the heads of every college in the country. With this seed planted there should be some time and effort given by the bookseller or librarian to make it bear fruit. A few copies of this pamphlet are available (not more than one copy to each person), from the office of the *Library Journal,* 62 West 45th Street, New York.

News of the Week

Tobacco Code Hits "Loss Leaders"

PROVISIONS AIMED at "loss leader" selling and cut-throat price cutting are included in the voluntary code for the wholesale tobacco industry which has just been approved by the Federal Trade Commission. This is the first voluntary code to have been promulgated since the Supreme Court's NRA decision, although codes for 20 other industries are pending. Under the new set-up the Federal Trade Commission is enabled to approve fair trade provisions and is given much of what remains of the old powers of the NRA.

Only the fair trade provisions of the wholesale tobacco code have been approved to date, labor provisions having been left over for action later.

Among the fair trade rules of the tobacco code are:

Rule 1—The practice of using a brand of cigars, cigarettes, tobacco products or allied lines as a "loss leader" to induce the purchase of other merchandise, the sale of which merchandise is used to recoup the loss sustained on the said brand of cigars, cigarettes, tobacco products or allied lines with the tendency or capacity to deceive or mislead purchasers or prospective purchasers and which unfairly diverts trade from or otherwise injures competitors, is an unfair practice.

Rule 2—The practice of selling below cost, with the intent and with the effect of injuring a competitor and where the effect may be to substantially lessen competition or tend to create a monopoly or unreasonably restrain trade, is an unfair trade practice, cost being determined by including all elements recognized by good accounting practice.

Booksellers' League to Meet

THE BOOKSELLERS' LEAGUE of New York will meet for its first dinner of the new season at the Aldine Club, 200 Fifth Avenue on Wednesday, October 16th at 6.30 P. M. Nearly 50 new members will join the League at this meeting.

Frank X. Howard, president of the League, has announced the following speakers for this meeting: Captain Henry Landau, author of "Secrets of the White Lady" and "All's Fair"; Charles Hanson Towne, literary critic and author of "Good Old Yesterday"; Captain Bob Bartlett, explorer and author of "The Log of Bob Bartlett"; George Seldes, author of "You Can't Print That" and "Freedom of the Press," and Captain Sergei Kournakoff, author of "Savage Squadrons." Former Governor Alfred E. Smith is expected to attend the dinner.

B. & T. Gives Up Traydac

THE BAKER & TAYLOR COMPANY has discontinued the handling of Adult games, stamps for collectors, gift lines and similar merchandise which has been carried in the Traydac Department. Orders and inquiries for such merchandise received by Baker & Taylor are now turned over to Frederick H. Beach, 11 W. 42nd St., New York City, who has had long experience in this line. The Beach organization bought the remaining Baker & Taylor stock on September 30th. Gunnar W. Larson, who has been with Baker & Taylor for the past 15 years, has become associated with Mr. Beach.

Bookshop Round Table Will Meet in Wilmington

THE FALL MEETING of the Book Shop Round Table will be held in Wilmington, Del., October 12th and 13th. Members will meet at noon at the Hotel du Pont. The first afternoon will be given to seeing the gardens and greenhouses of P. S. du Pont at Longwood. ("Please do not bring your stock of 'The du Pont Dynasty,' as this is not an autographing party"). Dinner will be at the Hotel du Pont, and a business meeting will be held there in the evening. The business meeting will be continued on the balcony of Mrs. Steinlein's Greenwood Bookshop on Sunday morning, at 10.30. Sunday dinner will be at the Kitty Knight House on the Sassafras River, about an hour's drive from Wilmington. If weather permits there will be a boat trip on the river in the afternoon. Mrs. E. L. Beinert of the Wide-Awake Book Shop in Wilkes-Barre is now president of the Round Table and Emily McDevitt, of Upper Montclair, is secretary.

Book Group Hold First Meeting

THE FIRST MEETING of the Book Group for the new season was held on Tuesday, October 1st, at the Co-operative Cafeteria on East 25th Street. Norman Thomas, H. C. Engelbrecht and Heywood Broun were speakers. The Book Group has recently published "A List of Books on Social Reconstruction" in pamphlet form. This list first appeared in *The New Republic* for June 12, 1935.

New Mystery Contest

A NEW PRIZE CONTEST for mystery novels has been announced by Dodd, Mead & Co. For the best mystery-detective novel by an American or Canadian author who has not previously published a book under the Dodd, Mead Red Badge imprint, $1,000 on account of royalty will be paid. Manuscripts must be submitted before June 15, 1936. A complete prospectus, containing details of the contest, may be secured from Dodd, Mead & Co., 449 Fourth Ave., New York City.

Why Novelists Starve

GEORGE HARRAP, English publisher, gives in the autumn issue of *The Author* some of his answers to the question why so many novelists cannot make a bare livelihood. He says:

"Owing to the development of the borrowing habit, fifteen hundred copies of a novel suffice for the needs of 50,000 readers and more. Very few copies of the average 7*s.* 6*d.* novel are bought privately and the libraries curtail their purchases to the extreme limit largely because the subscriptions are too low to permit of a more generous policy. I have suggested that the novel when first published should bear a higher price. I favor 10*s.* 6*d.*

"What have authors and publishers to risk? The public does not buy the 7*s.* 6*d.* book; the libraries already purchase the bare minimum; any curtailment of their supplies would be disastrous to them.

"As they could not afford the higher price they would be compelled to raise their subscriptions. I believe they could do it. Their public, avid for reading the novel, would not deny itself its bi-weekly sensation. At first there might be some falling off of subscribers, but ere long the sheep would return to the pastures.

"The increase to 10*s.* 6*d.* would mean more for author and publisher. At the moment, neither is adequately rewarded. On a sale of 1,500 copies, the former gets a pittance and the latter loses money.

"After a reasonable period a cheap edition at, say, 3*s.* 6*d.* could be published. But not in every case. Countless first novels are published experimentally and whether or not a cheap edition is feasible can only be determined some time after the books are launched. In most cases it would be impracticable, to put it mildly, to print a cheap edition together with the original at the outset."

New Dickinson Poems Found

MORE THAN 130 unpublished poems by Emily Dickinson will be published on November 22nd in a limited edition of 500 copies by Little, Brown under the title "Unpublished Poems of Emily Dickinson," edited by Martha Dickinson Bianchi and Alfred Leete Hampson.

These poems were discovered at the Dickinson family home in Amherst by Mrs. Bianchi when she was preparing "Emily Dickinson Face to Face" which was published in 1932. For the past three summers Mrs. Bianchi has been deciphering, copying and cataloging the poems and checking them with the 800 or so poems included in the Centenary Edition of "The Poems of Emily Dickinson." The editors believe some of these unpublished poems to be equal to Emily Dickinson's best work.

Stolen Books Reported

THE Insurance Company of North America reports the theft of books from two of its clients. A bound volume of "Montaigne's Essays" was stolen from a New York department store, and three volumes "The Cunning Lovers" by Richard Broom, 1654, "Puss in Boots," Cruickshank, and "Table Book," Cruickshank, were taken from an apartment in the East Eighties.

James J. Kane, of 339 Lexington Avenue, Brooklyn, N. Y., reports the theft of the following titles:

"Alice's Adventures in Wonderland," Boston, 1869, original cloth. Some of the illustrations have markings in ink.

"Poems" by Rudyard Kipling. Chicago,

1899. First issue with George M. Hill Publishing Co.

Christmas Numbers of *All the Year Around*, in a cloth box.

"Autocrat of the Breakfast Table" by Oliver Wendell Holmes. Original cloth. Right outer joint repaired.

"Bowling Green" edited by Christopher Morley. Original boards. Presentation copy, signed, to Milton Raison.

"Salmagundi Papers" by Washington Irving. Odd parts loose in binding. One part signed by Irving.

German Lexikon Published

THE PUBLISHER of "Lexikon Des Gesamten Buchwesens," Karl Hiersemann of Leipzig, has completed the first four parts of this important undertaking, carrying the material to the end of the first volume, 640 pages. For this a title-page and foreword have been supplied, so that the book can be bound. There will be three volumes in all, and the price is ten marks per part. The work is international in its scope, and the fourth part just issued contains much of the material about English and French booktrade matters.

Printing Course to Be Given

HUNTER COLLEGE of the City of New York offers a course in the Elements of Printing on Tuesday evenings which is open to Hunter students or graduates and the graduates of other colleges. Hunter also offers a course in Practical Advertising and one in Materials of Advertising. Information may be secured by addressing Hunter College, Evening Sessions, Lexington Avenue and 68th Street, New York City.

Correction

DUE TO AN OVERSIGHT, the name of William La Varre was omitted from the list of authors who will lecture this year and next under the management of W. Colston Leigh, Inc. Mr. La Varre is an explorer and the author of three books and many magazine articles on exploration, adventure and geography. His new book "Gold, Diamonds and Orchids" was published by Revell on October 5th.

Womrath Reorganization Pends

A PLAN of reorganization of Arthur R. Womrath, Inc., under the 77B proceeding which is now pending has been proposed by certain publishers who are creditors in the proceeding. This plan provides for the issuance of first preferred stock to the amount of 40% of each creditor's claim. Those creditors having claims under $1,000 would have, under this plan, the privilege of accepting 15% in cash as an alternative. Printed copies of the plan should be available for the creditors by the time this issue is off the press. This plan will probably be voted on at the next hearing before the Federal Court on October 15th.

Westport Shop Assigns

GILBERT H. JOHNSON, JR., sole proprietor of The Book Shop of Westport, Conn., made an assignment for the benefit of creditors to Stanley K. Oldden on September 27th. Most of the merchandise on hand was on consignment, and the books are being returned to the respective publishers. Mr. Johnson is endeavoring to arrange to pay whatever balance may be due through Mr. Oldden so that all creditors will ultimately be paid in full. The shop was opened in October, 1934.

Morrow Ad Sells Books

WILLIAM MORROW & COMPANY are experiencing remarkable success with the first volume of their annual of photography, "U. S. Camera 1935," edited by T. J. Maloney. Seven thousand copies had been sold by the day of publication, October 2nd. The book sells for $2.75, while comparable European photographic books sell for $5 to $8.

This advance sale was stimulated by advertising which the publishers placed in *Letters*, *Time's* journal of correspondence. Two pages of advertising were inserted, the first suggesting the possibility of such a book and carrying a questionnaire coupon; the second announcing the publication and soliciting actual orders.

More than 500 of these coupons, ordering "U. S. Camera 1935," were received by Morrow's, and then turned over to the individual dealer nearest the person ordering. The first printing was for 10,000 copies, of which over 7,000 copies were subscribed before publication. There are more than 200 photographs in black-and-white and in color.

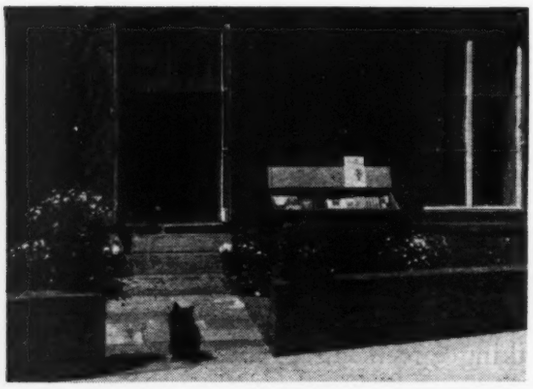
Vassar Bookshop in New Quarters

THE VASSAR COOPERATIVE BOOKSHOP moved into new and very attractive quarters this spring. The shop used to be on the second floor, but had put at its disposal the Senior Smoking Room on the first floor. The great disadvantage of this room was that it was on a level lower than the corridor and Marion Bacon, the manager, set out to remodel the room, with the idea in mind that, first of all, she must forestall the possibility of having her patrons tumble into the shop head first.

This problem was very cleverly solved by building an el-shaped platform on two sides of the shop. From this platform two steps lead down into a well. This two-level arrangement adds greatly to the attractiveness of the shop, and has the very practical advantage of providing in the lower level, with its tables and comfortable chairs, a place to look over the books, in no way interfering with the brisk selling on the upper level.

The room was redesigned by John McAndrew, of the Art Department of the college, with the assistance of Elinor Gordon and Miss Bacon, and the terrace was made by Elizabeth Meade. The architectural plan and the decoration are modern, and a shop has been achieved that is unusually practical, and at the same time aesthetically charming. The two levels offer increased shelf space and opportunity for good and varied display. The floor is covered with terra cotta linoleum, the woodwork is a natural white oak with a soft finish in which white lead has been rubbed. Book cases line two walls, and these are lined with a striking greenish blue which matches the linoleum which covers the counters. The wall opposite the door is covered with cork and the left hand wall is covered with herringbone cloth of a lighter shade of terra cotta than that on the floor. On this wall prints are hung. Two columns are covered with cork, and this covers the round table that surrounds one of these pillars. There are long windows opposite the door from the hall and Venetian blinds look well and regulate the light. A door leads to a small bricked terrace surrounded by a low brick wall with a flower border. Three steps lead down to it, and at each side are tall flowering plants in pots, or were when seen by a visitor from the *Publishers' Weekly*. Out on this terrace is a bookstall also designed by Elinor Meade where bargain books are displayed. This can be closed in wet weather and covered with a waterproof cover.

One corner of the Vassar Bookshop looking down into the lower level



Terrace of the Vassar Bookshop showing the bookstall. Budget, Miss Bacon's Scottie, welcomes customers

The lighting fixtures are of excellent design, clouded white glass globes. The modern furniture in the shop is also excellent in coloring and design, very comfortable, and so light in effect that the shop is quite unencumbered, and seems airy and spacious.

To the left as one enters is the stock and shipping room and beyond that is Miss Bacon's delightful though severly efficient office, with a commodious modern desk and a comfortable chair.

The Vassar Cooperative Bookshop was started in January, 1923, and Marion Bacon has always been in charge. It does not handle textbooks, only supplementary books for the English and history departments, and general trade books. It is loyally supported by the alumnae, and twenty per cent of its business is mail order. It has a small but well-selected stock of children's books.

Miss Bacon is known for the cleverness of her mail-order promotion. These pieces are always well printed, and amusingly written. She sends out at intervals, her broadsides called John Gilpin flyers, usually headed with a Lovat Fraser drawing in color. At Christmas, with the Hathaway House Bookshop, the Hampshire Bookshop and the Bookshop for Boys and Girls, she gets out a Christmas book list called "The Company of Books."

Last week there was a double-page spread in the *Publishers' Weekly* advertising Robert Briffault's "Europa." Very effective. But it recorded four printings. Before the *Weekly* appeared the book had gone into its sixth printing.

Bookshop Notes

ALL RECORDS were broken for autographing parties at the J. W. Robinson Company in Los Angeles recently when Mary Pickford inscribed copies of her first novel, "The Demi-Widow," published by Bobbs-Merrill. A crowd estimated at 17,000 by store officials thronged the establishment, completely paralyzing business on the lower floor. People crowded behind the show-cases, on top of the show-cases, and in the aisles, packed as close together as sardines in a can. A police escort had been provided as a courtesy to Miss Pickford, and barriers had been erected around the stand on which she was seated. These were pushed down by the crowd, and it became necessary for Miss Pickford to stand on the desk in order to be seen. For two hours she faced the crowd and autographed books as rapidly as they could be handed to her.

In less than two hours' time Robinson's complete supply of six hundred books was exhausted, and people rushed to other department stores where they purchased copies of "The Demi-Widow" and then hurried back with them for Miss Pickford's signature before she left Robinson's.

If the books had been available, Miss Pickford could have signed one for every fourth person in the crowd, according to Phil Kubel's estimate. Arrangements for the autographing party were made by Mr. Kubel, head of Robinson's book department. The store preceded the event by an extensive publicity and advertising campaign, including floor and window displays.

The Edson C. Eastman Co., Inc., of Concord, New Hampshire, has for the past three years been operated by George W. Conway as Assignee. Due to improved business it is not considered necessary to operate under assignment any longer; however, Mr. Conway will continue with the store as general manager and will be responsible for any debts of the company.

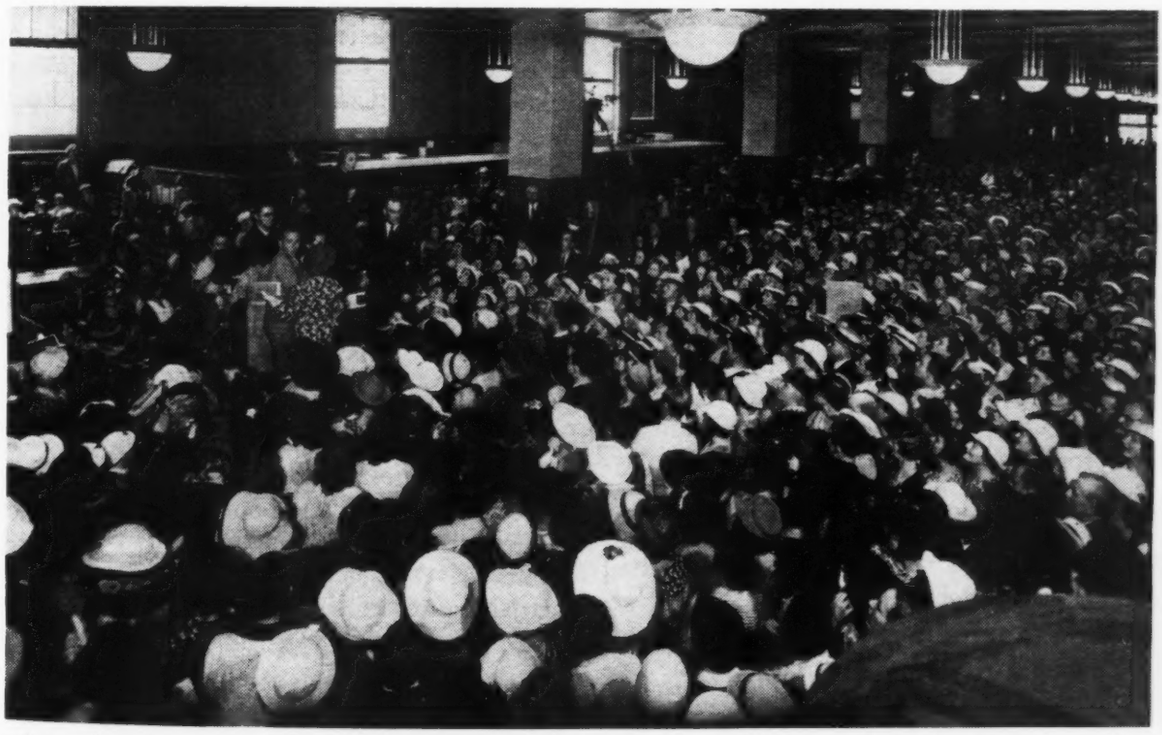
N. Van Ditmar's Boeken Import of Amsterdam has announced that it will shortly begin the importation of English and American books of all kinds. The Rotterdam house of this organization is a large wholesale dealer in English periodicals and newspapers, and the Amsterdam house does the

same for German books, newspapers and magazines. For the English book department the firm has engaged S. Opdenberg of The Hague as manager. Catalogs are requested.

News from Publishers

ON PAGE 827 of the September 14th issue we had a note about the tremendous advance orders for "Will Rogers, Ambassador of Good Will, Prince of Wit and Wisdom" which Winston was about to publish. Shortly after the issue appeared Winston got a letter from a midwestern bookseller saying "Is it really so that the first printing of your Will Rogers book is 50,000 copies, or is this publisher's ballyhoo?" Two hours after receiving the letter, Charles F. Kint tells us, Winston sent the bookseller two affidavits, copies of which he has also sent the *Publishers' Weekly*. The first one read: "W. F. Duke, being duly sworn according to law, deposes and says that he is the Superintendent of the printing plant of the John C. Winston Company; and that he is running a first edition of 25,000 copies of 'Will Rogers, Ambassador of Good Will, Prince of Wit and Wisdom,' by P. J. O'Brien, with an Appreciation by Lowell Thomas; and that he has paper on hand and has orders to run a second edition of 25,000 copies as soon as the first edition is off press; and that he also has an order to print a third 25,000 copies as soon as the second edition is printed." The second read: "E. A. Weihenmayer, be-

A close-up of Mary Pickford at the Robinson party. Phil Kubel, at the right, is trying to keep the crowd in hand



A portion of the crowd of 17,000 that mobbed the J. W. Robinson book department when Mary Pickford autographed "The Demi-Widow" there

ing duly sworn according to law, deposes and says that he is the Vice President of the Jessup & Moore Paper Company; that he has delivered to the John C. Winston Company of Philadelphia, 44,000 pounds of paper, which, to his best knowledge and belief, is to be used for the printing of the text of the first and second editions, totaling 50,000 copies, of 'Will Rogers, Ambassador of Good Will, Prince of Wit and Wisdom,' by P. J. O'Brien, with an Appreciation by Lowell Thomas; and that the aforesaid Company placed an order with him this day for an additional 22,000 pounds of paper for a third edition of 25,000 of said book." Each affidavit was signed before a notary.

The year's most famous magazine article "And Sudden Death" by J. C. Furnas which appeared in *Readers' Digest* in August will be amplified and incorporated in a book shortly to be published by Simon & Schuster. The article, which contains a vivid description of the accident and death toll due to motor highway hazards, has been adopted as part of their motor safety program by numerous states and municipalities. More than 1,500,000 reprints have been distributed already. The forthcoming book will also contain a second article by Mr. Furnas now being finished for an early issue of *Readers' Digest* and a new section to be prepared by Ernest M. Smith of the Automobile Association of America having specific suggestions under the general heading "How to Keep Alive in an Automobile."

Harry O. Collier, formerly with Tomorrow, Publishers and the New York University Press Bookstore, has been made sales manager of the Bass Publishers, 509 Fifth Avenue, specializing in Gilbert and Sullivan material. Mr. Collier will be in charge of national distribution and promotion. He has arranged a series of Gilbert and Sullivan exhibits for bookstore and music store display.

Recently we made note of the fact that the first edition of "North to the Orient" had a "point" on page 11. Since that time Harcourt, Brace has been deluged with queries as to what the point is. In each of the 25,000 copies of the first edition the word abracadabra on page 11 was misspelled *abacadaba*. Correction was made in the second edition.

John F. Winters, manager of the book department of Kennedy Brothers, Inc., tells us that his firm has just published a new and revised edition of Claud Worth's "Yacht Navigation and Voyaging." Mr. Worth has spent more than two years revising the book. It contains many illustrations, charts, drawings and tables, along with the plans of Mr. Worth's cruiser *Tern IV*. The price is $4.50.

Little, Brown suggests that a good many readers of *Cosmopolitan Magazine* who read A. J. Cronin's "The Stars Look Down" as it appeared in six successive installments in the magazine, will be surprised when they see that the published book contains more than 600 pages. The complete story runs to more than 250,000 words, while the magazine version was just about a third that long.

Eric Hodgins, co-author with F. A. Magoun of "Sky High" and "A History of Aviation" (Little, Brown) and "Behemoth: The Story of Power" (Doubleday) has been appointed managing editor of *Fortune*, succeeding Ralph McA. Ingersoll, who recently became general manager of Time, Inc. Mr. Hodgins has been an associate editor of *Fortune* for the past two years.

A hobby contest for boys and girls under 14 years of age is announced in the October issue of *Child Life*, sponsored by the magazine's Hobby Club which was organized a year ago. A first prize of $10, a second prize of $5 and ten third prizes of $1 each will be awarded to the children submitting the best letter of 300 words or less on "My Hobby and How I Worked It Up." The contest closes November 12, 1935.

Whittlesey House opens the football season with "How to Watch Football" by Lou Little, head coach at Columbia University, in collaboration with Robert Harron. The unique feature of the book is a series of diagrams illustrating the different plays. Instead of the usual circles or crosses, the actual figures of the players are used.

Margaret and Walter Hard are writing a travel book about Vermont which will be published by the Stephen Daye Press in the early spring.

Changes in Address

Atlanta, Ga.—The Dolphin Book Shop has moved from 438 Peachtree St. to 115 17th Ave. N., Nashville, Tenn. The shop will continue to specialize, as before, in Southern and Western Americana, with especial emphasis on books relating to Tennessee, Georgia and Kentucky.

New York City—Paul A. Struck, a bookseller specializing in books on fine and applied art, has moved to 415 Lexington Ave. Mr. Struck is especially interested in books on typography and early penmanship items.

New York City—Blanche Gregory, authors' representative, has moved her offices to 366 Madison Ave.

Changes in Management

Hollywood, Cal.—Esme Warde has sold his bookshop at 6613 Hollywood Boulevard to William L. Biersach. The shop, which has been doing business under the name of Esme Warde Library and Bookshop will, under the new ownership, be known as the Readers' Library and Book Shop. Mr. Biersach requests publishers' catalogs, book lists, and all advertising matter and posters. Mr. Warde will retain his two other shops, one at 8767 Pico Boulevard, and one in Santa Monica. All correspondence should be sent to him at the first-named address. Mr. Warde expects to open a third shop, shortly, outside the Hollywood area.

Closed Shops

New York City—The Britannica Book Shop at 342 Madison Ave., which was bought by Beatrice Bosley and Isabel S. Beer in February, 1935, was closed on October 1st.

New York City—Moss & Kamin, Inc., Booksellers, 1423 Sixth Avenue, N. Y., have dissolved the firm under that name. Both David Moss and Martin Kamin are continuing in the book business separately. Pending completion of his plans Mr. Moss' address is 1 Cedar Street, suite 605, N. Y. (Phone Beekman 3-9348). Mr. Kamin is opening the Kamin Book Shop, Barbizon Plaza Hotel, 58th Street and 6th Avenue, N. Y. (Phone Circle 7-8393). Book dealers and publishers are requested to send catalogues and announcements to both addresses.

Obituaries

SARAH BIXBY SMITH

SARAH BIXBY SMITH, native Californian, author, died on September 12th. She wrote three books of poetry, "The Bending Tree," "Wind Upon My Face," and "Pasear." She will, however, best be remembered for her prose work, "Adobe Days," a pastoral narrative of her early days on the ranchos of California. Mrs. Smith was a graduate of Pomona and Wellesley Colleges.

T. WILSON HEDLEY

T. WILSON HEDLEY, librarian of the Mercantile Library in Philadelphia for the last thirty-one years, died on September 23rd. He began his business career with the J. B. Lippincott Company and later was for some time manager of the bookstore of the Presbyterian Board of Publications.

Changes in Publication Dates

HOLIDAY HOUSE has postponed *The Stocking Books* and the *Broadsides* from September 30th to October 7th, and "Jaufry the Knight" from October 7th to October 14th.

Changes in Price

ALFRED A. KNOPF, INC.

The price of "What Everybody Wants to Know About Money" by G. D. H. Cole has been reduced from $3 to $2.25.

The price of "The Intelligent Man's Review of Europe Today" by G. D. H. Cole has been reduced from $3 to $2.25.

The price of "A Guide through World Chaos" by G. D. H. Cole is now $2.25. There were formerly two editions, one at $2 and one at $2.50.

GREENBERG, PUBLISHER

"The Story of Nudism" by William Newcomb, previously $2.00, will be brought out in $1.00 edition on October 15th.

Auction Calendar

TUESDAY AND WEDNESDAY AFTERNOON, OCTOBER 15 AND 16, AT 2:15. The library of the late Philip Greely Brown of Portland, Maine, including first editions of American authors, Americana, historical, biographical and genealogical works, books about Maine, exploration and sports. (Items 542.) American Art Association Anderson Galleries, Inc., 30 East 57 St., New York City.

September Book Production

Monthly Statistics of New Book Titles Compiled from the Weekly Record of the Publishers' Weekly Including the Books (Not Pamphlets) of All American Publishers

Classification	September, 1935			September 1934	9 mos. 1935	9 mos. 1934
	New Books	New Editions	Totals (4 weeks)	Totals (5 weeks)	Totals	Totals
Philosophy, Ethics	11	1	12	20	146	146
Religion, Theology	28	2	30	53	407	372
Sociology, Economics	47	9	56	59	483	462
Law	2	1	3	4	52	37
Education	8	1	9	36	175	153
Philology	15	1	16	20	142	136
Science	32	11	43	31	292	254
Technical Books	11	7	18	21	151	132
Medicine, Hygiene	9	5	14	40	199	233
Agriculture, Gardening	2	—	2	5	66	49
Domestic Economy	4	1	5	9	33	62
Business	11	6	17	15	120	111
Fine Arts	16	3	19	15	142	114
Music	4	1	5	5	53	35
Games, Sports	12	—	12	7	106	93
Literature, General	31	8	39	21	278	220
Poetry, Drama	38	7	45	45	411	350
Fiction	135	66	201	217	1625	1419
Juvenile	105	20	125	91	413	337
History	29	9	38	42	333	332
Geography, Travel	10	5	15	36	148	194
Biography	50	12	62	57	360	347
Miscellaneous	1	—	1	3	30	32
Totals	611	176	787	852	6165	5620

For September, 1934 (5 weeks), the totals were:

New books	712	New editions	140	Totals	852
Decrease of	101	Increase of	36	Decrease of	65

Totals for 9 months, 1935, show an increase of 545 from totals of 9 months, 1934.

One Month from Now—A Forecast

ALBERT, THIRD KING OF THE BELGIANS, by Emile Cammaerts. *Macmillan,* $3.50.	Nov. 6. The authorized biography of the late King.
A DIARY WITHOUT DATES, by Enid Bagnold. *Morrow,* $1.50.	Nov. 6. By the author of the best selling "National Velvet." Her war diary as a young V. A. D.
STORIES, by Ben Hecht. *Covici, Friede,* $2.50.	Nov. 6. C. F. expect a great deal of interest in his first book in four years because of his popular movie scenarios.
HESTER AND HER FAMILY, by H. W. Freeman. *Holt,* $2.50.	Nov. 7. Suffolk and Tuscany are the backgrounds for the new novel by the author of "Joseph and His Brethren." Posters available.
MARY POPPINS COMES BACK, by P. L. Travers. *Reynal & Hitchcock,* $1.50.	Nov. 7. A new story of the best selling Mary Poppins—for adults and juveniles both. Poster available.
RELIGION AND SCIENCE, by Bertrand Russell. *Holt,* $2.	Nov. 7. A study of the relation of religion and science treated mainly from the scientific point of view.
AFTER A HUNDRED YEARS, by Ruth Eleanor McKee. *Doubleday, Doran,* $2.50.	Nov. 8. A second novel about Hawaii by the author of "The Lord's Anointed," which had good sales.
BEGINNING AT DUSK, by Thames Williamson. *Doubleday, Doran,* $2.50.	Nov. 8. A fantasy of midsummer's night, which D. D. believes has Thorne Smith possibilities.
THE BOOK OF THE SEASHORE, by Howard J. Shannon. *Doubleday, Doran,* $3.50.	Nov. 8. An unusual nature book with many illustrations which will be on exhibition in the Brooklyn Museum beginning Oct. 24th. The original drawings, mounted and framed, will be available for bookstore display. Posters, too.
O. HENRY MEMORIAL AWARD PRIZE STORIES, ed. by Harry Hansen. *Doubleday, Doran,* $2.50.	Nov. 8. An annual collection that can be depended upon for good sales.
SEVEN LEAGUE BOOTS, by Richard Halliburton. *Bobbs-Merrill,* $3.50.	Nov. 11. By one of our most popular travelers. Typical Halliburton promotion and extensive advertising. Posters and postcards available.

Out This Week

ABYSSINIA ON THE EVE, by Ladislas Farago. *Putnam,* $3.50.	A newspaper correspondent's up-to-the-minute picture of the country that leads in the headlines.
ADVENTURES OF GENERAL MARBOT, ed. and il. by John W. Thomason, Jr. *Scribner,* $3.	A selection of the most exciting episodes in these well-known Napoleonic memoirs. Many illustrations.
THE BEST BRITISH SHORT STORIES, 1935, ed. by Edward J. O'Brien. *Houghton Mifflin,* $2.50.	A companion volume to "The Best American Short Stories, 1935."
THE BEST PLAYS, 1934-1935, ed. by Burns Mantle. *Dodd, Mead,* $3.	Ten popular plays from the New York stage in excerpt and summary, with the year book of the drama in America.
BROWNSTONE FRONTS AND SARATOGA TRUNKS, by Henry Collins Brown. *Dutton,* $3.75.	Continuing the author's "Story of Old New York" to 1900. Many illustrations and an attractive jacket.
CHIVALRY, by Rafael Sabatini. *Houghton Mifflin,* $2.50.	Picturesque adventure in the 15th century by a best selling author.
DWIGHT MORROW, by Harold Nicolson. *Harcourt, Brace,* $3.75.	The biography of the late American statesman and man of affairs by a well-known writer.

Out This Week—Continued

FORTUNE, by Robert Raynolds. *Morrow*, $2.50.

A story of a small American city from 1921 to 1934, picturing both the fortunate and unfortunate ones.

GIVE ME TOMORROW, by William Farquhar Payson. *Dodd, Mead*, $2.50.

A novelist, playwright and publisher writes a novel about the daughter of a convicted murderess.

GOLD, DIAMONDS AND ORCHIDS, by William Lavarre. *Revell*, $3.

The adventures of the author and his wife on an expedition into South American jungles. He is a well-known lecturer.

GOLDEN APPLES, by Marjorie Kinnan Rawlings. *Scribner*, $2.50.

National advertising for this second good story of Florida native life by the author of the best selling "South Moon Under." Serialized in *Scribner's*.

GUILLOTINE PARTY, by James T. Farrell. *Vanguard Press*, $2.50.

Short stories by the author of the Studs Lonigan novels.

HOLD FAST THE MIDDLE WAY, by John Dickinson. *Little, Brown*, $1.75.

A former Assistant Secretary of Commerce surveys economic conditions.

I LIVE IN VIRGINIA, by Julian R. Meade. *Longmans, Green*, $2.50.

Life today in Virginia as the author has lived it—knowing people of every social stratum.

IF MEMORY SERVES, by Sacha Guitry. *Doubleday, Doran*, $3.

Memoirs of the Parisian literary and artistic world by the famous actor-manager.

THE ILLUSTRATED WORLD HISTORY, ed. by John Hammerton and Harry Elmer Barnes. *Wise*, $2.95.

Over 1100 pages in this history and many illustrations and maps. The big national ad. campaign has started. Posters and imprinted circulars available.

JANE ADDAMS, by James Weber Linn. *Appleton-Century*, $3.50.

The definitive, authorized biography of the noted Chicago social-worker, by her nephew.

THE LEES OF VIRGINIA, by Burton J. Hendrick. *Little, Brown*, $3.75.

The biography of a famous family. Second printing before publication.

MEASURING ETHIOPIA AND FLIGHT INTO ARABIA, by Carleton S. Coon. *Little, Brown*, $2.50.

Another timely book on Ethiopia, the little country of the big news stories.

MOTTKE THE THIEF, by Sholem Asch. *Putnam*, $2.50.

A tale of the Russian underworld by the author of "Three Cities" and "Salvation."

MY RENDEZVOUS WITH LIFE, by Mary Pickford. *Kinsey*, $1.

National advertising for the follow-up to "Why Not Try God?" which sold 45,000 copies. This appeared in *Liberty* as "Why Die?"

OUR ENEMY THE STATE, by Albert Jay Nock. *Morrow*, $2.25.

A well-known news commentator considers the readjustment of power between the individual and the state.

THE SCANDAL OF FATHER BROWN, by G. K. Chesterton. *Dodd, Mead*, $2.

Eight Father Brown mystery stories.

THE SEVEN ARMS, by L. A. G. Strong. *Knopf*, $2.50.

"I think this Mr. Strong's finest novel and one that can bear comparison with the work of any living novelist."—Alfred A. Knopf.

SMITH, by Branch Cabell. *McBride*, $2.50.

The second novel in the dream trilogy begun with "Smirt."

SOLSTICE, by Robinson Jeffers. *Random House*, $2.50; $7.50.

Both the first trade and limited editions of 2500 and 300 copies were sold out before publication. His first new volume of poetry in over two years.

WILL ROGERS, by P. J. O'Brien. *Winston*, $1.

A biography, with many photos. First printing, 75,000—only equalled this year, we believe, by two leading best sellers.

THE WIND BLEW WEST, by Edwin Lanham. *Longmans, Green*, $2.50.

Three printings on this story of Texas in the 1870's, before publication. 50,000 imprinted circulars were ordered.

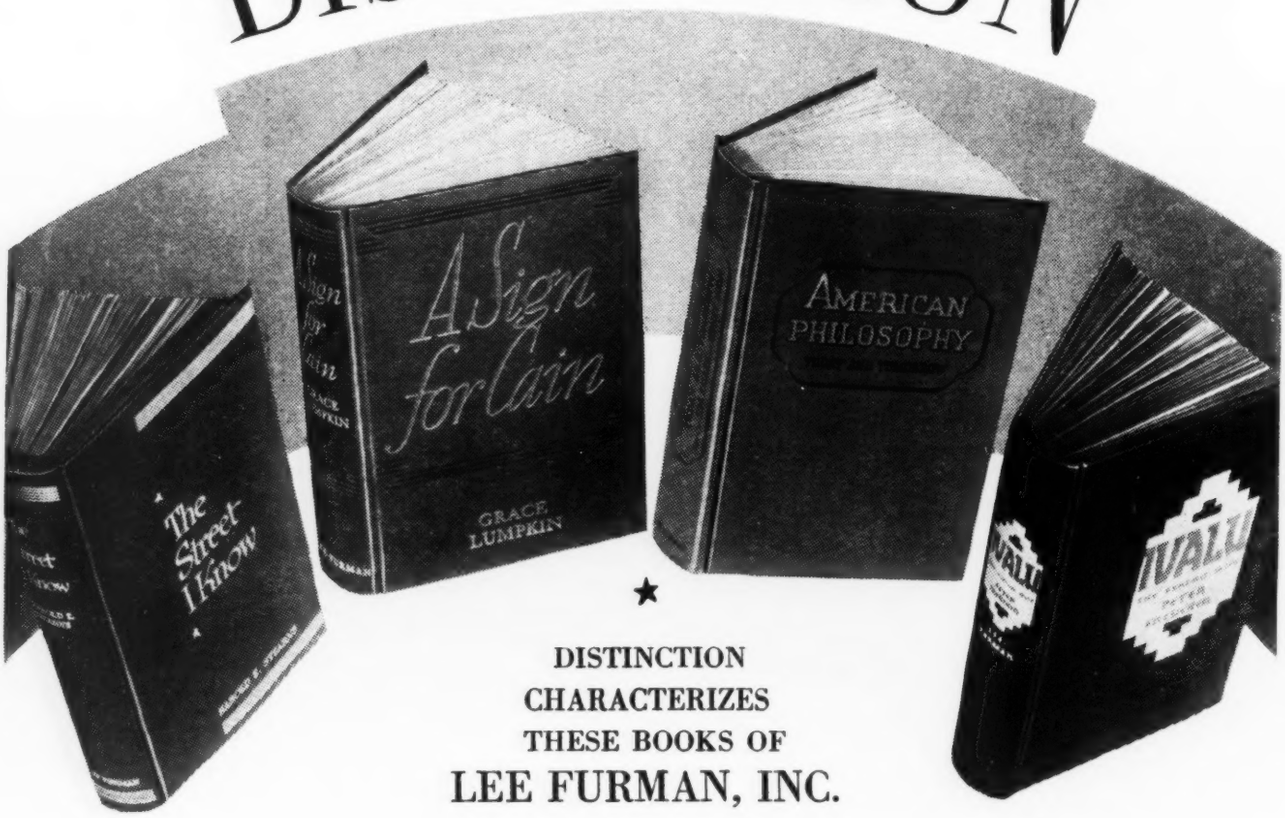
Some Best Sellers of the Week

EUROPA, by Robert Briffault. *Scribner*, $2.75.	A whirlwind best seller! N. Y., Washington and San Francisco stores report it their leader to the *Times*.
VEIN OF IRON, by Ellen Glasgow. *Harcourt, Brace*, $2.50.	Continues as best selling novel at the American News Co. Listed first in St. Louis and second by N. Y., Boston, Washington, and Chicago.
LUCY GAYHEART, by Willa Cather. *Knopf*, $2.	Selling well and steadily everywhere.
HONEY IN THE HORN, by H. L. Davis. *Harper*, $2.50.	Selling all over the country, but particularly well toward the West.
GREEN LIGHT, by Lloyd C. Douglas. *Houghton Mifflin*, $2.50.	Atlanta's leader, according to the *Times*; also listed by Boston, Washington and St. Louis.
MARY, QUEEN OF SCOTLAND AND THE ISLES, by Stefan Zweig. *Viking Press*, $3.50.	Philadelphia, Washington and St. Louis stores list it first in the *Times*; second in N. Y., Chicago and San Francisco.
NORTH TO THE ORIENT, by Anne Morrow Lindbergh. *Harcourt, Brace*, $2.50.	These two winners are way out ahead of the field. The American News best seller and first on the lists of N. Y., Chicago and San Francisco stores in the *Times*.
LIFE WITH FATHER, by Clarence Day. *Knopf*, $2.	A new printing of 10,000 brings the total to 78,000.
ASYLUM, by William Seabrook. *Harcourt, Brace*, $2.50.	Continues as the best seller of non-fiction in New Orleans.
PERSONAL HISTORY, by Vincent Sheean. *Doubleday, Doran*, $3.	The only best seller held over from spring among these non-fiction books.

Candidates for the Best Seller List

THE STARS LOOK DOWN, by A. J. Cronin. *Little, Brown*, $2.50.	Out only two weeks, this looks as though it were headed straight for a race with the toppers. A third printing before publication brought the total up to 35,000.
THE VOICE OF BUGLE ANN, by MacKinlay Kantor. *Coward-McCann*, $1.25.	This little story is picking up sales in all the large stores.
WHITE LADIES, by Francis Brett Young. *Harper*, $2.50.	Listed this week in the *Times* by N. Y., Philadelphia and Chicago stores.
BROTHERS THREE, by John M. Oskison. *Macmillan*, $2.50.	This Oklahoma story is going particularly well in the West. The second printing was sold out on publication and the third rushed through.
GREEN RUSHES, by Maurice Walsh. *Stokes*, $2.50.	At Brentano's, N. Y., last week, only "Europa" and "Vein of Iron" outsold it; best seller at Osborne's, Santa Barbara.
THE GOLDEN CORD, by Warwick Deeping. *Knopf*, $2.	N. Y. and Washington stores list it in the *Times*. Second printing.
KING LEHR AND THE GILDED AGE, by Elizabeth Drexel Lehr. *Lippincott*, $3.	Practically a best seller now, it's going so well in stores all over the country.
THE DU PONT DYNASTY, by John K. Winkler. *Reynal & Hitchcock*, $3.	Reported in the *Times* by N. Y., Boston, Philadelphia and San Francisco.
BLACK SHIRT, BLACK SKIN, by Boake Carter. *Telegraph Press*, $1.50.	The popular news commentator's book on Ethiopia is listed in the *Times* by Philadelphia and Chicago stores.

DISTINCTION



★

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THESE BOOKS OF
LEE FURMAN, INC.
—ALL of them are being bound in

INTERLAKEN

The initial announcement of this new house states: "The publisher intends to make this new imprint a hall-mark for books with substantial claims to distinction in subject matter and style . . . Every effort will be made to make them distinguished in format as well."

It is significant that INTERLAKEN CLOTHS were chosen for all four books to be issued this Fall. With the wide range of grades, colors and patterns offered by Interlaken, the task of finding a suitable cloth within the necessary price limitations, was made easy.

The Street I Know—Extra Color . . . *A Sign for Cain*—Hyco (Unfinished)
American Philosophy Today and Tomorrow—Vellum de Luxe . . . *Ivalu, The Eskimo Wife*—Art Canvas

Interlaken MILLS PROVIDENCE, R. I. 18 THOMAS ST. N. Y.

BOOKMAKING

IN THE FIRST ISSUE OF EVERY MONTH

News and Views for Those Interested in the Production of Better Books

Book Manufacturers Hold Convention at Atlantic City

Freedom of Discussion Marks Session

THE ANNUAL CONVENTION of the Book Manufacturers' Institute was held on September 19th and 20th at Atlantic City, for the purpose of shaping the program of the industry for the coming year.

This year the assemblage took on added significance due to the fact that with the passing of NRA, the Institute had devoted three months to the preparation of plans for the future. Over 82 per cent of the entire industry from all sections of the country was represented by those present at the sessions. The interest in the program arranged by the committee was sustained throughout the Convention.

At the business sessions, over which Joseph J. White, of Chicago presided, reports were given that indicated a definite increase in production both in textbooks where marked improvement in production was noted, and in trade books. In the mid-West some stability in prices was reported, but in the East the price situation continues a very difficult problem due to quoting without proper regard for fair costs. It was stated that in some instances, the bids made did not fully cover even the cost of the material and labor required for the job.

The convention was notable for the freedom of the debate from the floor on all phases of the activities of the Institute and a frankness in discussion seldom encountered in meetings of an industry. The Chairmen of the convention and of the various committees encouraged full consideration of every proposal made and as a result of the deliberations many amendments in line with the suggestions presented were offered and adopted.

On Thursday Roy A. Foulke, research associate of Dun & Bradstreet and author of "Behind the Scenes of Business," was the speaker. He stated that from analysis of over 26,000 balance sheets of concerns that had failed during the depression, the conclusion was clear that certain ratios within the balance sheet must be maintained in soundly conducted enterprises, one of these was that between fixed assets such as buildings, machinery, equipment, etc., and tangible net worth. The depreciated value of the fixed assets should never exceed 75% of the total net worth, less intangibles, and in cases in which the investment is less than $250,000, it was held that two-thirds of tangible net worth should be the maximum for the ratio of fixed assets. Mr. Foulke said that he had found that in the book manufacturing industry this item ran between 30 and 130 per cent.

The session on Friday afternoon was devoted to consideration of the future plans of the Institute, and the following objectives were adopted after extended consideration by the delegates:

To the members of the Book Manufacturers' Institute:

A Committee on Program and Planning suggested the following program as the objectives for the Institute for the following year:

To effect better conditions in the industry through mutual cooperation and education.

To provide through an unbiased and confidential agency a service which will give to each member an accurate knowledge of his costs and their relation to the costs in the industry thereby facilitating an intelligent and accurate pricing of his products.

To maintain by voluntary cooperation a just and equitable method of conducting business and to promote standard trade practices.

To provide through the confidential service of the Director cooperative effort among the members to eliminate destructive competition resulting from misrepresentation and mis-statement.

To develop through cooperative effort with materials manufacturers and all existing agencies standardization of materials used in book manufacturing to the end that deviation in quality standards and difficulties in manufacturing processes resulting from such variations be eliminated.

To promote by educational methods a common knowledge and understanding of the true terms defining the processes followed and materials used in book manufacturing to the end that misunderstanding, misrepresentation and mis-statement resulting in improper variations in pricing our products be avoided.

To promote through research assistance in problems arising through the use of many materials and processes employed in book manufacturing.

To make available a comprehensive legal service including analysis and interpretation of existing and hereinafter enacted national and state laws affecting the industry and especially those pertaining to taxes, labor, social security and financing.

To protect the best interests of the industry and public in the matter of pending legislation whether in the Congress or in the Legislatures of the several states.

To provide a medium for the exchange of ideas and matters of mutual interest to the members.

Appropriate to this plan was an address by James L. Fri, managing director of the Toy Manufacturers of U. S. A., and marketing instructor at Columbia University, on "Functions of a Trade Association." Mr. Fri stressed the point that "profits must come from the conservation of potential profits now existing in any particular business by the elimination of waste, inefficiency and destructive competition." He asserted that if industry desires to avoid governmental control, it must be prepared through a strong association to secure more facts and a better plan of self-government than can be presented to it by any governmental bureau.

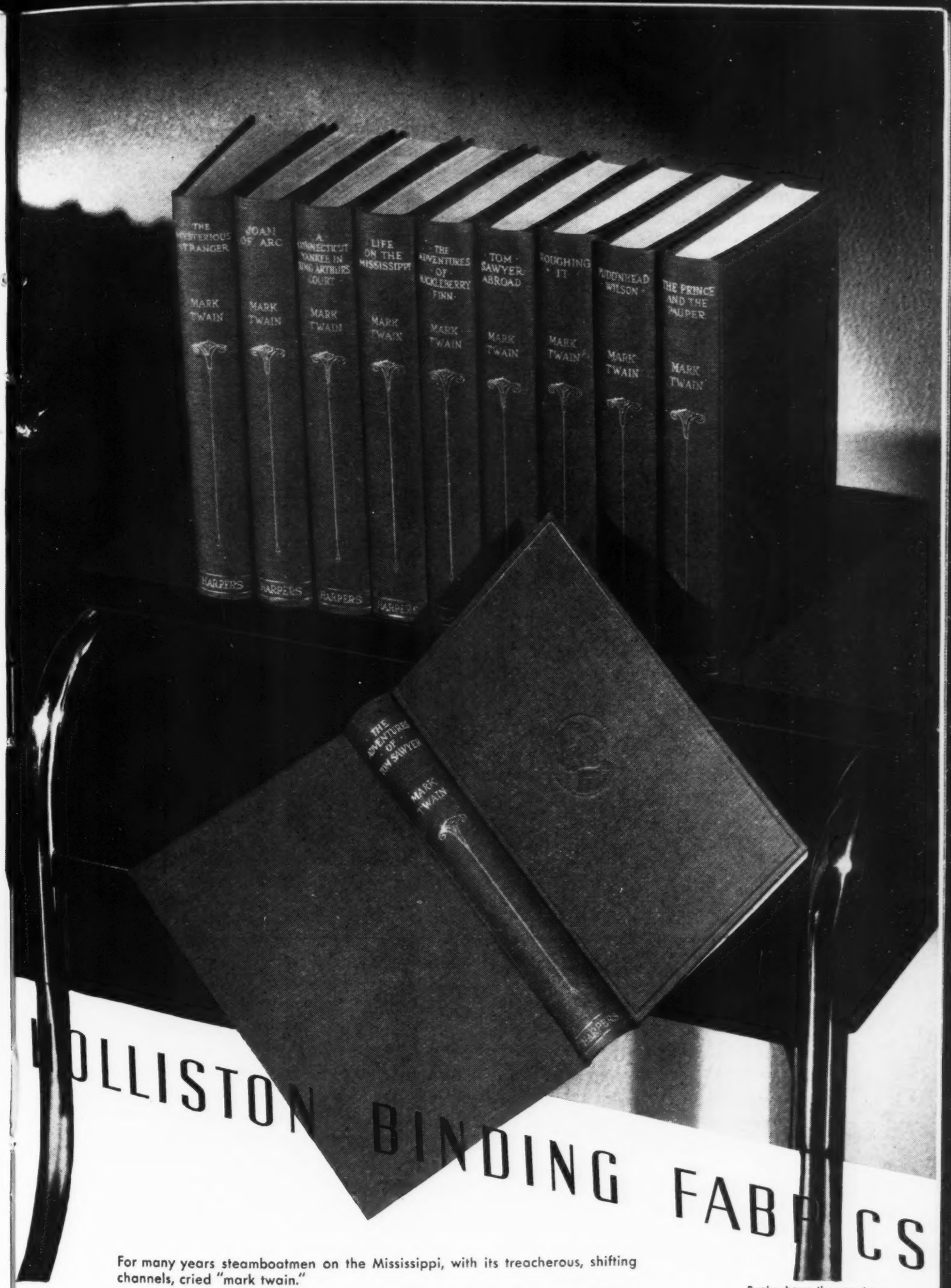
The new Board of Directors was elected after nominations had been made as a result of group meetings of those in various distinct sections of the country. The number of Directors was reduced from 25 to 15, and the representation on the Board was established as follows:

New England area	3 members
New York area	4 members
Western area	3 members
Philadelphia area	2 members
Southern area	1 member
South-Western area	1 member
Publisher plants	1 member

Joseph J. White of Chicago was re-elected as President, and C. H. Wilhelm of Haddon Craftsmen of Camden as Vice-President. The other directors are: John Ballou, Edmund Barnard, Arthur E. Barter, Percy M. Bland, Don C. Brock, James S. Cox, C. G. Littell, E. W. Palmer, Nathan H. Shrifte, George Wilhelm, Andrew Wunsch, and J. Charles Ziegler. C. H. Roberts, of Houghton Mifflin Co., serving to represent non-competitive publisher-owned plants, completes the Board.

Committees were appointed to revise the By-laws of the organization to conform to the vigorous plans advanced for the conduct of the Institute and to work out various details of the approved program, which will be carried forward under the Institute's Director, J. Raymond Tiffany, from the headquarters at 25 West 43rd St., New York. One of these committees will negotiate suitable arrangements with groups such as the superfinish cover manufacturers, the de luxe binders, and others who have indicated a desire to affiliate with the B. M. I. on an equitable basis.

Colonel Arthur W. Little, head of J. J. Little & Ives Co., in his address to the convention, urged that the industry reclaim its heritage as printers and binders, fight the attempts of bureaucracy to supervise its busi-



HOLLISTON BINDING FABRICS

For many years steamboatmen on the Mississippi, with its treacherous, shifting channels, cried "mark twain."

In the years that have passed those words have signaled a great depth of humor and understanding to people in all lands. Mark Twain is the adopted name of a great character. His works give the name a real and lasting meaning. We hope and we strive through our products, to make the word Holliston an assurance of dependable value—to give to it a real meaning—to make it *a good name.*

THE HOLLISTON MILLS, INC., NORWOOD, MASS.

BOSTON · NEW YORK · PHILADELPHIA · CHICAGO · ST. LOUIS

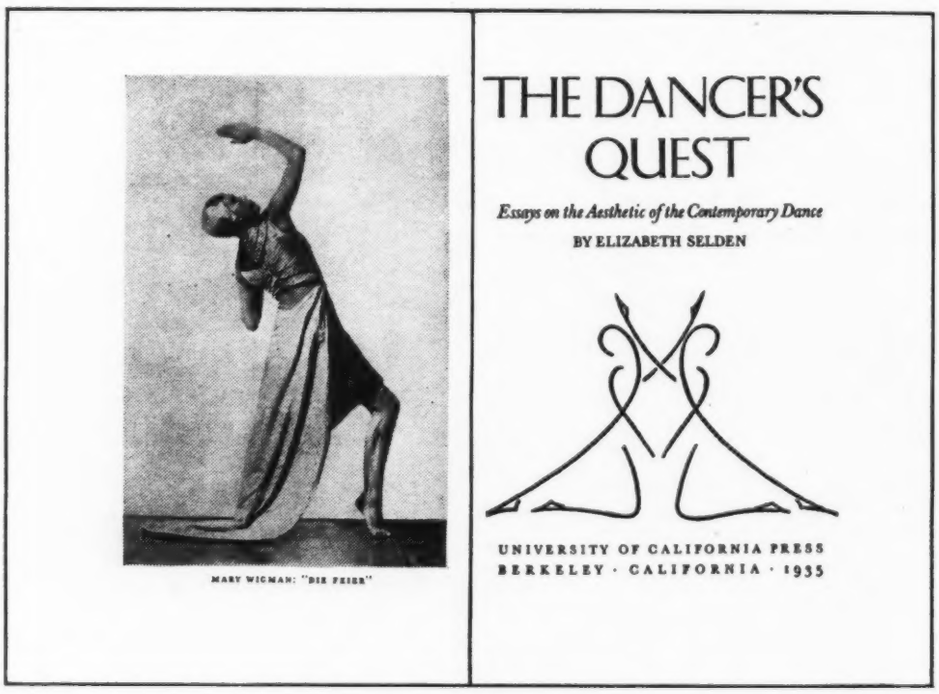
Books shown thru courtesy of Harper & Brothers.

ness and unite in a proper management of its own affairs. He deplored a condition under which the industry was permitted to suffer from lack of sufficient business while governmental and institutional printing and binding supported by taxes of the citizens of the nation produced a volume of work that could be manufactured by private establishments. Colonel Little concluded his talk with a plea for a united front against governmental control, and hailed the new plans of the Institute as a rallying point for the entire industry.

An organization meeting of the new Board of Directors was held immediately following the close of the convention sessions, and an Executive Committee was appointed which consisted of John Ballou, James S. Cox, E. W. Palmer, Nathan H. Schrifte, and J. Charles Ziegler, with the officers, Joseph J. White and C. H. Wilhelm members ex-officio.

FULL TRIM: A Bias on Current Bookmaking

BY ROBERT JOSEPHY



The line drawing facing the frontispiece reduces the effectiveness of this title-page

[*In the absence of Evelyn Harter, who is on vacation, Mr. Josephy has kindly consented to conduct her column.—Ed.*]

HAVING BEEN ASKED to write Miss Harter's October page on the day I was celebrating, (with no fireworks but no regrets) the conclusion of fifteen years in this peculiar racket, I can't seem to get it out of my head that I ought to make solemn comparisons of the trade books of 1920 with the current ones at hand. Certainly the development of bookmaking in these few years has been an extraordinary phenomenon in the conservative business of publishing.

Fifteen years ago most publishers looked upon "manufacturing" as a necessary but routine activity, ranking with accounting, shipping, and such, and on a far lower intellectual plane than the cultivation of authors and reviewers, or the writing of good blurbs. The production of books was usually entrusted to an uninspired saint who was expected to be hard on his printer's back and soft under his boss's feet. The idea of the publisher himself taking any interest in the *aesthetics* of bookmaking was thought to be a trifle queer.

There was, to be sure, a small traffic in

CASLON
the perennial

Barring a few vacations when passing fads have cast it into brief obscurity, Caslon has been for two hundred years the hardest working type of the English-speaking printing world. Other faces come and go, but Caslon lives on. It seems peculiarly suited to the letter groupings that occur in English words; it seems to fit in perfectly with the temperament, tastes and reading habits of the English-speaking peoples of all countries and of all generations.

The many obvious irregularities of Caslon letters have offered a constant temptation to type-founders to improve, refine and recut. But all such efforts have been miserable failures. The irregularities are part of Caslon's charm. And the finest Caslon of all is still the original Caslon Old Face, as cut by William Caslon himself, and so faithfully reproduced for the Linotype that the most expert eye has difficulty in telling which is the original hand type and which is the Linotype reproduction.

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11 POINT LINOTYPE CASLON OLD FACE — LEADED 4 POINTS

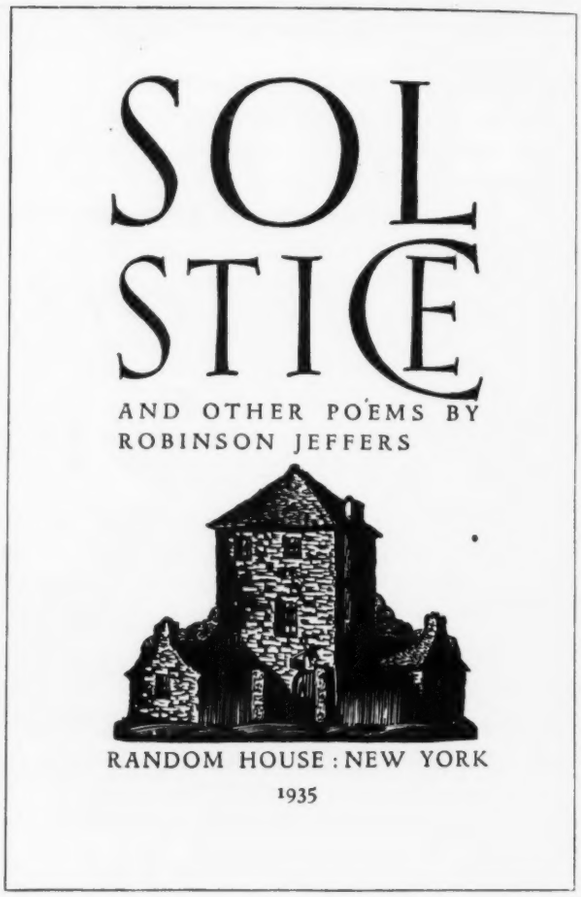
TRADE LINOTYPE MARK

books printed for collectors, and the term "fine printing" had already come to mean "not printed to be read." Typography, as usual, was less than twenty years behind current architecture, and American type founders had already cleaned up the Renaissance and were well on their way into the eighteenth century, while American typographers, like interior decorators, were learning to hop nimbly from period to period. Everyone was learning to blame the machine for the things we were too greedy or too lazy to do properly; but fortunately small power presses could be made to imitate hand-press printing, so it was not really necessary to do business at hand-press rates.

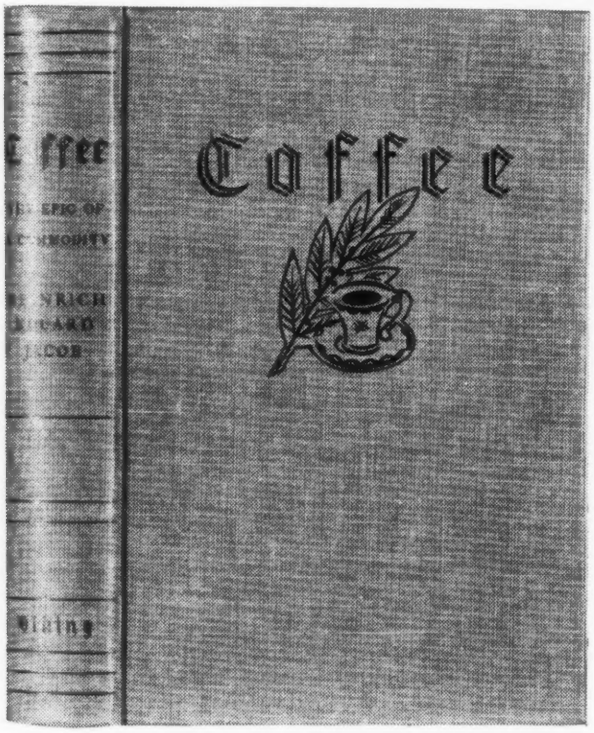
In the field of general publishing, however, the hand-press page was out of the question, period styles were incongruous, and the real problem of designing the trade book had never been attempted, because it had never been seen with any clarity. There were many experiments with new binding materials and designs, and with printers' flowers and other typographic embellishment, but these were all attempts to "dress up" the old formats, and arose from no real understanding of the problem.

Today, thanks to the leadership of a very few publishers, the educational work of the American Institute of Graphic Arts, and perhaps to the enthusiasm of the designers themselves, there is a steadily widening appreciation of good trade bookmaking, and a better perception of the problem among book makers. We are learning to plan books in *three* dimensions, considering proportion and weight and the texture of materials—designing for the hand as well as for the eye. We are getting free of "period" styles and "period" motifs, and developing a new idiom to suit new methods of production. We are finally trying to make the physical aspect of our books bear some relation to the culture of our own time.

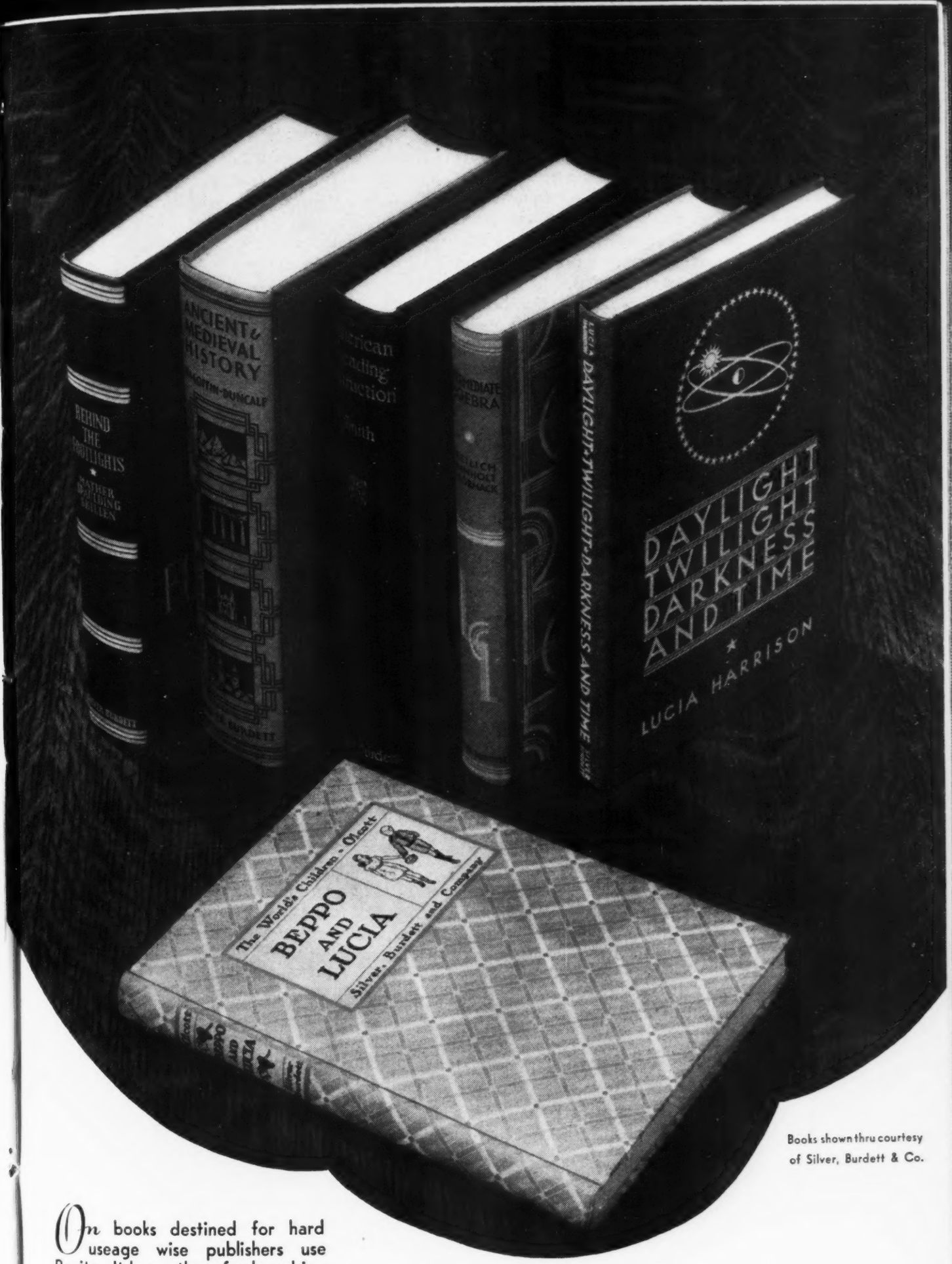
Everyone has come to recognize certain aesthetic values in cheap machine-made glass- and metal-ware, if it be designed for the machine and does not attempt to imitate the hand-made, and we find in it a quality different from, but not necessarily inferior to, that of the more elegant article. Thus in printing we are coming to realize that electrotyped plates, made from machine-set type and printed on wood-pulp paper on a per-



Unusual title-page from a book printed for Random House by the Grabhorn Press



Effective and economical adaptation of the jacket design stamped in brown ink on buff buckram



Books shown thru courtesy of Silver, Burdett & Co.

On books destined for hard useage wise publishers use Roxite. It keeps them fresh and immaculate — more immune to wear and weather. For Roxite is spot-proof, waterproof, vermin proof — hard to soil and easy to clean. It is a handsome, durable and most appropriate fabric for books of all subjects and sizes.

Roxite BINDINGS

THE HOLLISTON MILLS, INC., NORWOOD, MASS.

BOSTON · NEW YORK · PHILADELPHIA · CHICAGO · ST. LOUIS

fecting cylinder press can produce a page quite as satisfactory, aesthetically, as the product of the hand-press. It is this new sense of values, born of respect for the machine and for what it can do if used with character, that must be the basis of the designer's attitude. If he is working with his fingers crossed, his work will show it.

From a more-or-less complete assemblage of this Fall's books, I have carried away eight, which seemed interesting for some reason or other. These were picked, without special forethought or purpose, for the many reasons which might lead one to pick up and examine certain titles in a bookstore. Because of the nature of the material in each, they represent a wide variety of bookmaking problems. They all show the various designers' effort to plan the three dimensions to suit the material in hand, rather than to compress it into the conventional formats, in the earlier manner. Each of them possesses those minor imperfections which it is supposed to be the duty of this department to expose, but each one of them has been conceived with some spirit.

Lawrence's "Seven Pillars of Wisdom" (Doubleday, Doran) is a disappointing job for so important a book, but the failure here seems to be not in conception, but in execution. It is a work of some 700 pages, 7½ x 10 inches. It is set in Caslon, with the now irritating space of a full em after periods, and the presswork is disgraceful. There are many offset inserts, some bled, some not, and the binding is stout but undistinguished.

Durant's "Story of Civilization" is also a huge book, running to 1,100 pages of 11 point Janson. The typography of the complicated text and display pages is handsome, and the presswork good, but the binding seems to me too flimsy for so large a volume. "Paul Cézanne," by Gerstle Mack (Knopf) is another fine piece of printing, in Baskerville. The title page might well have followed the style of the chapter heads, but is in itself simple and well-ordered, and the binding, a (surprisingly) simple case in one of my favorite buckrams, is most satisfying. Both this book and the Durant seem to me to beg for trimming—but I have trouble enough getting my own books trimmed when I want it done.

"The Dancer's Quest" (U. of California Press) has another fine Baskerville page, with line drawings and initials in color, but the title page seems to me overdone, and should not have a line drawing facing the photo-frontispiece. In Ely Kahn's "Design in Art and Industry" (Scribners) the use of Caslon type on coated paper is the most fundamental error in any of the eight books. This sort of job, with many halftones, presents a different problem, and we have few if any types ideally suited to it, but Caslon is perhaps least suited of all.

The most satisfactory reader's tool of the eight at hand is certainly "The Private Journal of Henri Frédéric Amiel" (Macmillan) a 700-page compact 12mo. printed on an English finish paper, and strongly bound in buckram with ink stamping. The type is not one of the best available, and is a bit small for some eyes, but the book is pleasant to hold and to handle, and in five years, or fifty years the title will be legible on the shelf, and the book can be taken down and read without falling apart.

One cannot say as much for the Harper Prize Novel, "Honey in the Horn." Its typography and binding are agreeable enough, but the paper is unworthy of the lowliest "western," and its use is surely a sad, if unintentional, commentary on the mortality of prize novels.

"Black Man's Verse" (Black Cat Press) is set in Bodoni bold and ultra, and is perhaps the least subtle effort to suit type to subject I have ever seen. This problem of suiting type to subject is the cause of much confusion. We give too little study to the characteristics of type-faces, and the announcements of the foundries and composing-machine people frequently attribute the most fantastic qualities to their new types.

Furthermore, most of the faces available on the composing machines have been cut to reproduce some earlier design, and few to meet contemporary technical or literary requirements, so that we have several great gaps in the line of type resources that need to be filled. The books examined here, and a great part of all current bookmaking, show that we have largely thrown off the reactionary hand-press ideal, and that we are learning to construct instead of decorate. We have finally obtained a supply of modern book cloth; Europe has given us a supply of modern display types; and we are anxiously awaiting the composing-machine companies' arrival in the Twentieth Century.

A rare old colonial law book, published in 1649, valued at $3000.

"Bound before Keratol was made"...

the only REASONABLE excuse for not using it!

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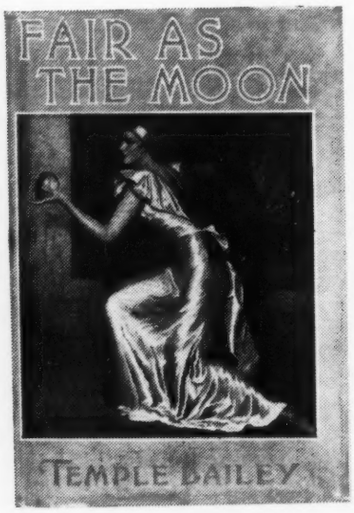
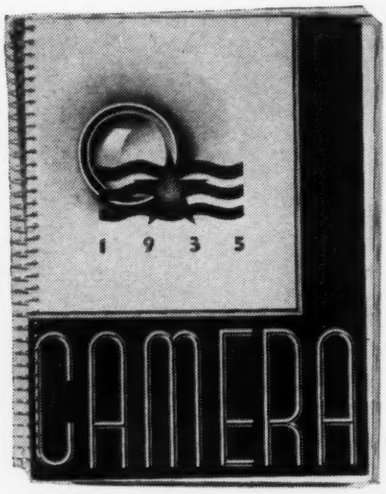
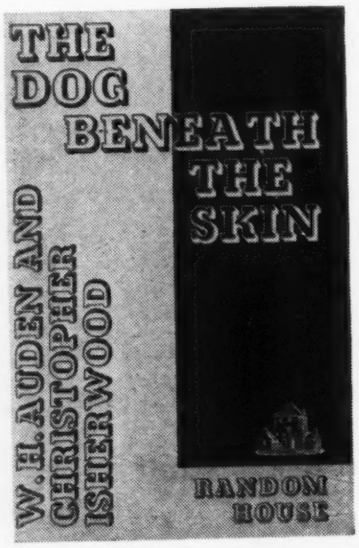
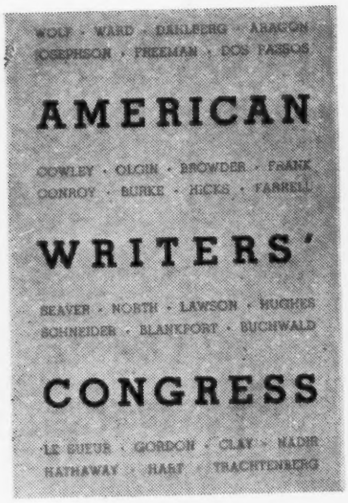
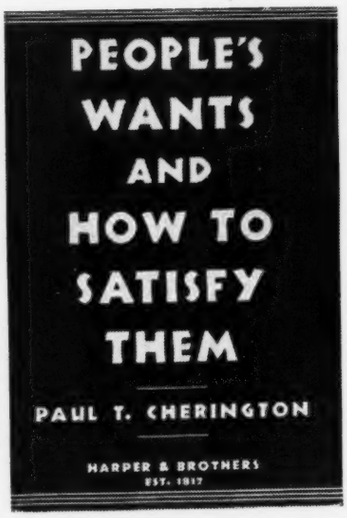
Eight Very Effective Fall Book Jackets

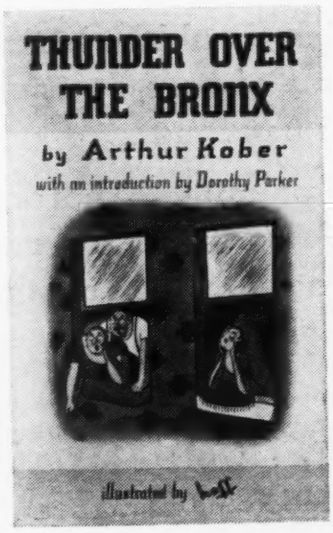


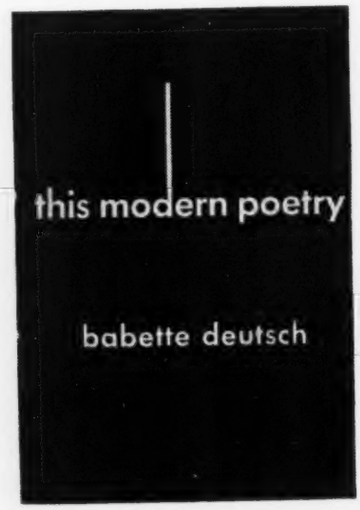


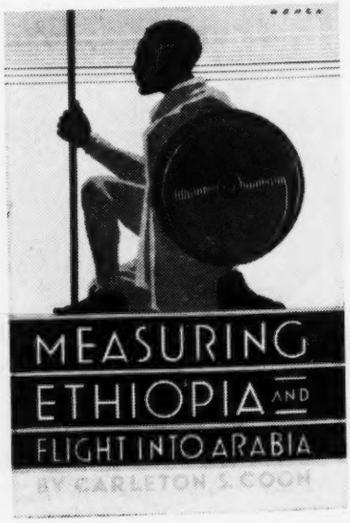












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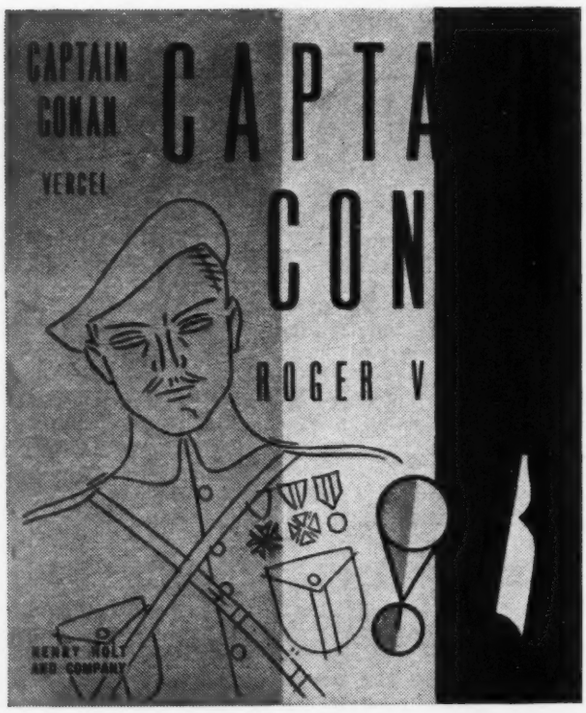
What's News



The first jacket to be printed by the new Harrison Process for Color Reproduction is this for "Captain Conan," four colors on a rough paper

A NEW PRINTING process known as the Harrison Process for Color Reproduction is on the market. The process is being introduced to the book trade by Politzer, the designer, who saw the work being used commercially and visualized its possibilities in the book field. He has secured an exclusive agency for the book publishing industry, where it can be used for book jackets, children's books in color and book posters. The first use of the process in book publishing will be on the jacket of "Captain Conan" by Roger Vercel, Holt's leading novel for the fall. It is in four colors which have the appearance of original water colors on a rough surface stock. The process is said to be most economical because of the negligible plate investment, thereby making it especially adaptable for book posters in small runs. Three or four colors may be printed from one wax plate. In the case of giant books for display, reproductions can be made directly from the original jacket design. Text matter can be reproduced directly from

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proofs and is printed at one time with the illustration.

DELEGATES TO A MEETING of the Technical Association of the Pulp and Paper Industry at Atlantic City this month heard Dr. R. H. McKee, professor of Chemical Engineering at Columbia University report on some very interesting expermients in hybrid breeding methods to produce a fast growing tree for supplying wood pulp and for reforestation. The ordinary poplar tree, Dr. McKee said, grows to 6 to 8 inches in diameter in about 30 years, but by crossing different varieties he has been able to bring about this same growth in about 12 years. Delegates to the convention, however, while approving the idea of reforestation, indicated that as far as the supply of wood pulp went there was a supply adequate for as far ahead as they could see.

THE ANNUAL Auction Dinner of the American Institute of Graphic Arts will be held Tuesday, October 22nd, in the Grill Room of the Barbour Restaurant, 1 W. 52nd St., New York City. Members are asked to send in books and prints to be auctioned off.

THE A.I.G.A. reports that there is still time for additional entries in the contest for a redesigning of the Institute's letter-head. First prize will be a year's honorary membership in the Institute, or a year's extension if the winner is already a member. In addition there will be five honorable mentions with certificates signed by the judges. Closing date is October 31st.

The Printing-Office
of the
Yale University Press
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508-534 WEST 26TH STREET *New York*

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The Weekly Record

Describes and Indexes the New Books of all Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

Ar: Fine Arts	**Dr:** Drama	**Hi:** History	**Po:** Poetry	**Sp:** Sports
Bi: Biography	**Ec:** Economics	**Ju:** Juveniles	**Re:** Religion	**Tr:** Travel
Bu: Business	**Fi:** Fiction	**Mu:** Music	**Sc:** Science	**C.I.:** Collectors' Item

Acheson, Edward **Fi**
Gone away! 288p. D c. Phil., Macrae-Smith 2.50
The romance of conventional Colin Wylie, whose horizon was limited to the traditions of the Virginian county families with whom he hunted, and of unconventional, cosmopolitan Sheila Talhurst.

Aircraft year book for 1935 (The); v. 17. 528p. il., diagrs. O [c. '35] N. Y., Aeronautical Chamber of Commerce of America, 30 Rockefeller Plaza 3.50
The official record of American aviation.

Anson, Sir William R.
The law and custom of the constitution; v. 2, The Crown; 4th ed. by A. Berriedale Keith; pts. 1, 2. 356p.; 429p. O '35 N. Y., Oxford 10.00

Aristotle ★
From Natural science, Psychology, The Nicomachean ethics; tr. [from the Greek] and ed. by Philip Wheelwright. 287p. (2p. bibl.) D (Doubleday-Doran ser. in philosophy) [c. '35] Garden City, N. Y., Doubleday 1.00

Asch, Shalem ★ **Fi**
Mottke the thief; tr. by Willa and Edwin Muir. 314p. O c. N. Y., Putnam 2.50
The story of Mottke, born a beggar and vagabond, who was forced by circumstance to become a thief and murderer and was finally trapped because of his desire to become respectable and law-abiding.

Asher, Percy F.
Can Christians preserve peace? introd. by Ralph W. Sockman. 94p. (bibl.) D [c. '35] Bost., Chapman & Grimes 1.00
An analytical survey of the present menaces to world peace, the organizations striving for peace, and the rôle of Christians towards propagating the ideal of permanent peace.

Auden, Wystan Hugh and Isherwood, Christopher **Dr**
The dog beneath the skin, or, Where is Francis? a play in three acts. 161p. O c. N. Y., Random House 1.50
A fantastic play, in verse and prose, which will be produced in New York and London in December.

Baker, Howard Edward, comp. **Po**
War reminiscences. 124p. D c. [Bellmore, N. Y., Compiler, 206 Pettit Ave.] 1.50
Poems by American officers and enlisted men of the World War.

Barrett, Edward John Boyd **Re**
Rome stoops to conquer. 267p. (bibl. footnotes) O [c. '35] N. Y., Julian Messner 2.75
An account of the growth, organization and activities of the Catholic Church in America today.

Bean, Robert Bennett **Sc**
The races of man; differentiation and dispersal of man. 138p. (bibl.) il., maps, diagrs. O (Highlights of modern knowledge; physical anthropology) ['35] N. Y., Univ. Soc. 1.00; pap., .65

Bell, Neil, pseud. [Stephen Southwold, Paul Martens, pseud.] **Fi**
The days dividing. 351p. O c. Bost., Little, Brown 2.50
A novel of life and love in London as experienced by a young Irish girl who went there to work.

Bergsmark, Daniel R.
Economic geography of Asia. 642p. (bibls.) il., maps, diagrs. O c. N. Y., Prentice-Hall 5.00; textb'k ed., 3.50
A study of the effects of natural environmental conditions on economic life in Asia.

Bible ★ **Re**
The Psalms; a new translation and commentary by Anthony Curtiss. 520p. T [c. '35] [B'klyn, N. Y., Guide Pr. Co., 160 Jay St.] flex. lea. cl., 2.00
For Catholics.

THIS LIST aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo; 20 cm.); S (16mo; 17½ cm.); T (24mo; 15 cm.); sq., obl., nar., designate square, oblong, narrow.

★ indicates a translation from a foreign language, a key used at the request of the International Institute of Intellectual Cooperation of the League of Nations.

Bu

Borden, Richard Carman and Busse, Alvin G.
How to win a sales argument. 166p. O (Harper dollar lib.) N. Y., Harper 1.00

Boyd, Thomas Bi
Poor John Fitch, inventor of the steamboat. 315p. (5p. bibl.) il., map O (Minton, Balch b'k) [c. '35] N. Y., Putnam 3.00
The life story of a lonely, disheartened eccentric of the 18th century who invented the steamboat before Fulton.

Brooks, Ruth
Ruth Brooks crossword puzzle book, no. 3. 125p. c. '35 N. Y., Lothrop, 381 4th Ave. 1.25

Brown, Henry Collins Hi
Brownstone fronts and Saratoga trunks. 412p. il. O c. N. Y., Dutton 3.75
An informal history of New York City from the great fire of 1835 down to the end of the 19th century.

Brussel, Isadore Rosenbaum
Anglo-American first editions 1826-1900; East to West; introd. by Graham Pollard. 186p. il. O (Bibliographia, no. 9) '35 N. Y., R. R. Bowker Co. bds., 5.00
A description of first editions of English authors whose books were published in America before their publication in England.

Bryant, John Myron and Johnson, Elmer Walter
Alternating current machinery. 809p. (bibls.) il., diagrs. O c. N. Y., McGraw-Hill 6.00
A text for a course in electrical machinery.

Cabell, James Branch C.I.-Fi
Smith; a sylvan interlude. 322p. D c. N. Y., McBride 2.50; lim., signed ed., 5.00
The second volume in the dream trilogy which began with "Smirt." Fifteen hundred copies, marked "first edition" on the copyright page, were published on Sept. 30th. The limited edition consists of 153 copies.

Campbell, Le Roy B. Tr
The unusual in London and vicinity. 222p. il. D c. Wash., D. C., Daylion Co. 1.50
"Being a revel among the old and rare haunts of London, especially those places from which our American institutions, customs, and sayings originated; interspersed frequently with interesting and rare music and art lore."

Carpenter, Charles Thomas Re
The new age of Christianity. 168p. D c. Bost., Meador 1.50
The author explains the Biblical reference to the second coming of the Lord as meaning merely a new age of Christianity and a new and fuller understanding of God.

Carpenter, Wesley Monro Tr
So long, Ohio; il. by the author. 261p. D c. Bost., Meador 2.00
The experiences of the author-artist while hitch-hiking from Ohio through the Southwest.

Castellio, Sebastian ★Re
Concerning heretics; whether they are to be persecuted and how they are to be treated; a collection of the opinions of learned men both ancient and modern; tr. [from the Latin] by Roland H. Bainton. 356p. (7p. bibl.) il. O (Records of civilization, no. 22) c. N. Y., Columbia Univ. Press 4.00
An anonymous 16th century work attributed to Sebastian Castellio, translated into English for the first time, together with excerpts from other works of Sebastian Castellio and David Joris on religious liberty.

Chapin, Virginia Po
Beat of wings. 132p. front. (por.) O c. N. Y., Dodd, Mead 1.75
Poems about human joys, moods, ecstasies and emotions.

Chesterton, Gilbert Keith Fi
The scandal of Father Brown. 258p. D (Red badge b'ks) c. N. Y., Dodd, Mead 2.00
Eight new Father Brown detective stories.

Coatsworth, Elizabeth Jane [Mrs. Henry Beston Sheahan] Ju
The golden horseshoe; il. by Robert Lawson. 151p. D c. N. Y., Macmillan 2.00
The story of Tamar, a little girl of colonial Virginia who was the child of an Indian princess, and of Colonel Antony of Stafford Green.

Cook, Elliott Wilkinson
Land ho! the original diary of a forty-niner; ed. by Jane James Cook. 43p. O c. '35 Balt., Remington, Putnam B'k Co., 347 N. Charles St. bds., 4.50

Coon, Carleton Stevens Tr
Measuring Ethiopia and flight into Arabia. 342p. il., map D (Atlantic Mo. Press pub'n) c. Bost., Little, Brown 2.50
An informal account of the author's experiences in and impressions of Abyssinia and Arabia during the fall and winter of 1933-34 while on an anthropological expedition.

Cooper, Alice Cecilia and Fallon, David Hi
The march of a nation. 529p. (bibls.) il. D (c. '35] Bost., Heath .72
Selected writings both of today and yesterday, arranged to present a panorama of American history in its proper time-sequence. Designed for use in a high school English or history course.

Cowles, Harry Sp
The art of squash racquets. 100p. il., diagrs. D c. N. Y., Macmillan 1.50
A comprehensive manual on how to play squash racquets, by a well-known teacher of the game.

Cushman, Robert Eugene
Leading constitutional decisions; 4th ed. 445p. O '35, c. '25-'32 N. Y., Crofts 2.00

Delany, Selden Peabody Re
Married saints. 348p. (bibl. footnotes) D c. N. Y., Longmans 2.00
Brief biographies of Catholic saints whose lives prove that sanctity is compatible with married life.

Beaux, Ernesta
The first act; a one-act play. 21p. diagr. D c. '35 N. Y., S. French pap., .35

Bland, Margaret
First at Bethel; a comedy in one act. 30p. diagr. D c. '35 N. Y., S. French pap., .35

Brown, Zaidee and others, eds.
Abridged high school catalog; a selection of 1200 books, based on the Standard catalog for high school libraries. 313p. O (Standard catalog ser.) '35 N. Y., H. W. Wilson pap., sold on service basis

Committee of the New England History Teachers' Association
A syllabus in American history and problems of American democracy for secondary schools. 219p. (bibls.) O [c. '35] Bost., Heath pap., 1.00

Dickinson, John **Ec**
Hold fast the middle way; an outline of economic challenges and alternatives. 249p. D c. Bost., Little, Brown 1.75
The Assistant U. S. Attorney General here advocates "a middle-of-the-road policy in the sense of a policy which gives due weight to all, and not merely some, of the factors and forces which must work together if we are to recover national prosperity."

Dobie, James Frank, ed.
Puro Mexicano. 271p. O (Texas Folk-Lore Soc. pub'ns, no. 12) c. Austin, Texas Folk-Lore Soc., Univ. Sta. 2.50
A collection of Mexican folk tales and legends.

Durling, Dwight L.
Georgic tradition in English poetry. 271p. (bibl. notes) O (Columbia Univ. studies in Eng. and comp. lit., no. 121) c. N. Y., Columbia Univ. Press buck., 3.00
A study of didactic poetry in England during the 18th century.

Engels, Friedrich ★
Socialism, Utopian and scientific; tr. [from the German] by Edward Aveling. 93p. O (Marxist lib., v. 2) [c. '35] N. Y., Internat'l Publishers .75

Eyre, Edward, ed. **Hi**
European civilization; its origin and development; vs. 1-3. various p. maps. O '35 N. Y., Oxford 8.75; 5.25; 6.25

Farago, Ladislas **Tr**
Abyssinia on the eve. 296p. il., maps O ['35] N. Y., Putnam 3.50
An account of the author's observations and experiences in Ethiopia where he was recently sent as a German press correspondent.

Farrell, James T. **Fi**
Guillotine party, and other stories. 305p. O [c. '30-'35] N. Y., Vanguard 2.50
Short stories by the author of the "Studs Lonigan" trilogy.

Fayerweather, Mrs. Margaret Doane **Ju**
Anne at work; further adventures of "Anne Alive." 299p. il. D [c. '35] [N. Y.], McBride 2.00
Anne Fenton is plunged into international intrigue in connection with the armament-makers problem.

Field, Frank Chester **Fi**
The rocky road to Jericho. 288p. D [c. '35] N. Y., Hillman-Curl, Inc., 66 5th Ave. 2.50
An historical tale of pioneer Mormons. One of the first books issued by a new publishing house. See also *Malmberg*.

Flack, Marjorie **Ju**
Wait for William [il. by the author and Richard A. Holberg]. no p. il. (pt. col.) obl. D c. '35 Bost., Houghton bds., 1.00
A picture-story book about a circus parade, for children from 4 to 7.

Flexner, Mrs. Marion W. and Clark, Dorothy Park **Dr**
Poor giraffe, and other puppet plays. 94p. il. D [c. '35] N. Y., S. French pap., .75

Frederick, John Towner and Ward, Leo L.
Reading for writing; studies in substance and form. 339p. D c. N. Y., Crofts 1.50
A college text.

Frost, Robert **C.I.-Po**
Three poems; lim., numbered ed. 4p. Q [c. '35] Hanover, N. H., Baker Lib. Press pap., not for sale
"The Quest of the Orchis," "Warning" and "Caesar's Lost Transport Ships," never before published in book form. One hundred and twenty-five copies were published in April.

Furnas, Joseph Chamberlain **Fi**
The prophet's chamber; a novel. 287p. O c. N. Y., Morrow 2.50
A satirical novel about a modern American prophet, John Gilchrist, who is lured away from the chilly heights of philosophical meditation and the Golovin gospel by a charming New York widow.

Gibson, William J. **Bi**
Wild career; my crowded years of adventure in Russia and the Near East. 287p. front. (por.) O ['35] Phil., Lippincott 2.50
The experiences of an Englishman who fought in the Imperial Russian Army and later became a Bolshevik commissar.

Gordy, Wilbur Fisk **Hi**
History of the United States. 629p. (bibl.) il., (pt. col.), maps, diagr. D ['35] N. Y., Scribner 1.60

Hi
Leaders in making America; an elementary history of the United States. 509p. il., maps D [c. '35] N. Y., Scribner 1.20

Gorer, Geoffrey **Tr**
Africa dances; a book about West African Negroes. 360p. il., maps O c. N. Y., Knopf 3.50
A record of the unusual journey made by the author and Benga, the famous Negro dancer, to the remote districts of West Africa where they studied the native dances and ceremonies.

Granger, Alfred Hoyt **Tr**
The spirit of Vienna; il. by Leon R. Pescheret. 229p. D [c. '35] N. Y., McBride 2.50
A guide to the history, physical charms, and present-day activities of Vienna.

Ditmars, Raymond L.
Serpents of the northeastern states; a guide to the venomous and non-venomous species of the North Atlantic and New England areas; new ed., rev. and enl. 40p. (bibl.) il. (pt. col.), map O [c. '35] N. Y., N. Y. Zoological Soc., 185th St. & Southern Blvd. pap., .50

Easton, Alice and Sherry, John H.
Oyster profits. 57p. (bibl.) il. T (Little gold business b'ks, no. 62) [c. '35] [Stamford, Conn., Hospitality Guild, Haviland Rd.] pap., .25

Ehrlich, Ida Lublenski
Late spring; a play in one act. 20p. diagr. D c. '35 N. Y., S. French pap., .50

Endicott, J. G. and Endicott, M.
Seven little plays; rev. by Michael West. 61p. il. S (New method readers, 3rd suppl. reader, 1) ['35] N. Y., Longmans pap., .18

Farrar, H. M.
Foreign insurance folly. 8p. nar. O c. '35 Los Angeles, Author, Box 1045 pap., .25

Fraser, Georgia
Money in the family; a comedy in three acts. 89p. diagr. D c. '25. '35 N. Y., S. French pap., .50

Glenn, Mabelle and Lowry, Margaret
Music appreciation for every child; a series of progressive lessons in listening for the grades and junior high school; Primary grades; teacher's manual for grades 1-3. 79p. O [c. '26, '35] Newark, N. J., Silver, Burdett pap., .76

Green, Paul **Dr**
Shroud my body down; a play in four scenes. 203p. il. D (Whirling world ser., v. 2) c. Iowa City, Clio Press pap., 1.25
A poetic, experimental play, laid in the South. Music written for it is included. It has been produced by the Carolina Playmakers.

Griffith, Earle Gordon **Re**
Baptists; their history, principles and polity. 143p. D c. '35 Rochester, N. Y., Interstate Evangelistic Ass'n, 408 Temple Bldg. 1.00

Guitry, Sacha **★Bi**
If memory serves; memoirs of Sacha Guitry; tr. from the French by Lewis Galantière. 320p. front. (por.) O '35, c. '34, '35 Garden City, N. Y., Doubleday 3.00
The reminiscences of an urbane, clever and popular French playwright of the contemporary theater.

Gurrey, P. **Po**
The appreciation of poetry. 120p. D '35 N. Y., Oxford 1.25

Hall, Albert Neely **Ju**
Home handicraft for boys; learning through doing [new ed., rev. and enl.]. 292p. il., diagrs. D [c. '23, '35] Phil., Lippincott 2.00

Hammerton, Sir John Alexander and Barnes, Harry Elmer, eds. **Hi**
The illustrated world history. 1152p. il., maps O '35, c. '27-'35 N. Y., Wm. H. Wise 2.95; lea. cl., 3.50
A copiously illustrated record of world events from earliest historical times to the present day.

Hardie, Frank **Hi**
The political influence of Queen Victoria, 1861-1901. front. (col. por.) O '35 N. Y., Oxford 3.50

Harris, C. R. S.
Germany's foreign indebtedness. 131p. (bibl.) O '35 N. Y., Oxford 2.00

Harris, Florence La Ganke and Huston, Hazel Hanna
The home economics omnibus. 630p. (bibls.) il. D '35 Bost., Little, Brown 1.60

Hart, Henry, ed.
American Writers' Congress. 192p. D [c. '35] N. Y., Internat'l Publishers 1.50
Essays, each dealing with some phase of proletarian literature, by Matthew Josephson, Waldo Frank, John Dos Passos, Jack Conroy, Granville Hicks, Isidor Schneider, Langston Hughes and other American writers who addressed the first American Writers' Congress.

Hart, Joseph Kinmont
Education for an age of power; the TVA poses a problem. 254p. (bibl.) front. D '35 N. Y., Harper 2.50

Hawes, Harry Bartow
Fish and game, now or never; a challenge to American sportsmen on wild-life restoration. 349p. (7p. bibl.) il. O c. N. Y., Appleton-Century 3.00
The author forcefully analyzes for the layman a serious national problem, the protection and replenishment of our wild life, and offers a practical solution.

Hendrick, Burton Jesse **Bi-Hi**
The Lees of Virginia; biography of a family. 467p. il. O (Atlantic Mo. Press pub'n) c. Bost., Little, Brown 3.75
The history of the famous Lee family of Virginia, so many of whose members were outstanding leaders in the development of America.

Hicks, Granville and others, eds.
Proletarian literature in the United States; an anthology; critical introd. by Joseph Freeman. 384p. D [c. '35] N. Y., Internat'l Publishers 2.50
An anthology of American proletarian fiction, poetry, reportage, drama, and literary criticism.

Hollister, Mrs. Mary Brewster **Ju**
River children; a story of boat life in China; il. by Kurt Wiese. 246p. D c. N. Y., Dodd, Mead 1.75
The adventures that befell Me-hwa and Bing-hu, Chinese sister and brother, who were left with only a small sampan to serve both as a home and a means of support for themselves and their baby brother. For children from 9 to 12.

Horler, Sydney {Peter Cavendish, Martin Heritage, pseuds.} **Fi**
Miss Mystery. 309p. D '35 Bost., Little, Brown 2.00
An international spy story with a touch of romance.

Horrabin, James Francis
An atlas of current affairs; text ed. (2nd ed., rev.). 163p. maps D '35, c. '34 N. Y., Crofts flex. cl., 1.00

Hsu, Leonard Sheh-Lien and others
Silver and prices in China. 245p. O '35 N. Y., G. E. Stechert 3.00

Jacob, Heinrich Eduard **★**
Coffee; the epic of a commodity; tr. [from the German] by Eden and Cedar Paul. 309p. (5p. bibl.) il., map O c. N. Y., Viking buck., 3.50
A descriptive and historical account of coffee and its life among men through the centuries.

James, Will **Ju**
Young cowboy; il. by the author. 72p. il. (pt. col.) obl. S c. N. Y., Scribner 1.50
A story of Billy and Big-Enough arranged for children from two of the author's adult books.

Jeffers, Robinson **C.I.-Po**
Solstice, and other poems. 151p. O c. N. Y., Random House 2.50; lim., signed ed., 7.50
Including one long dramatic poem, "At the Birth of an Age," its story derived from the Niblung Saga, and a number of shorter poems. Twenty-five hundred copies comprised the first printing on Oct. 1st in addition to the 300 copies of the signed edition.

Hamlin, Mary P.
Certain Greeks; a play in one act. 44p. diagr. D c. '35 N. Y., S. French pap., .35

Harris, Jessie W.
Study guide to everyday food problems; a workbook for home-economics classes. 159p. (bibls.) il., diagrs. Q [c. '35] Bost., Houghton pap., .48

Hill, Sidney
Housing under capitalism. 39p. (bibl.) S (Internat'l pamphlets, no. 46) ['35] [N. Y., Internat'l Pamphlets] pap., .10

Ho Go Go
As the petals fall; a pantomime with words; tr. [from the Chinese] by Harry Greenwood Grover. 14p. diagrs. D [n. d.] N. Y., S. French pap., .35

Hunter, George W. and Whitman, Walter G.
Laboratory exercises for My own science problems. 168p. il., diagrs. O [c. '35] N. Y., Amer. B'k pap., .44

Janzen, Cornelius C. and Stephenson, Orlando W.
Everyday problems in economics. 160p. (3p. bibl.) map, diagrs. O c. '35 Newark, N. J., Silver, Burdett pap., .60

Johnson, Charles Spurgeon and others
The collapse of cotton tenancy; summary of field studies and statistical surveys 1933-35. 90p. (3p. bibl.) D c. Chapel Hill, Univ. of N. C. Press 1.00
A summary of the findings made during a recent two years' intensive study of cotton culture and farm tenancy in the region known as the Old South.

Johnson, Emory Richard and others
Transportation by water. 607p. (bibls.) il., maps, diagrs. O (Appleton transportation ser.) '35, c. '18, '35 N. Y., Appleton-Century 5.00
A comprehensive volume on all aspects of ocean, lake, river, and canal transportation.

Kassowitz, Karl E.
Around a world on fire; exploits and escapes of an Austrian World War surgeon. 197p. il. D [c. '35] [Milwaukee], Gutenberg Pub. Co., 910 N. Plankinton Ave. 2.00
A Milwaukee physician recounts his war experiences as a front line surgeon with the Austrians, later behind the Russian lines, and as a prisoner in Siberia.

Kästner, Erich
Das fliegende Klassenzimmer; ein Roman; ed. by Edwin H. Zeydel. 234p. il. D c. N. Y., Crofts 1.25
A reader for high school and college German courses.

Kaye-Smith, Sheila [Mrs. Theodore Penrose Fry] **Fi**
Green apple harvest. 312p. D (De luxe dollar eds.) [c. '21] N. Y., Dutton 1.00

Kenly, Julie Closson [Mrs. William Lacy Kenly] **Ju**
Cities of wax; il. by Henry C. Kenly. 265p. D c. N. Y., Appleton-Century 2.50
An account of the life and work of bees.

Korsmo, Emil **Sc**
Weed seeds. 175p. il. (col.) F '35 N. Y., G. E. Stechert 10.00

Lanham, Edwin **Fi**
The wind blew West. 489p. map O c. N. Y., Longmans 2.50
A story of a small Texas town in the 1870's when railroads and pioneers were pushing westward.

Lavarre, William **Tr**
Gold, diamonds and orchids. 298p. il., map O [c. '35] N. Y., Revell 3.00
The adventures of the author and his wife during a recent expedition in search of treasure in the jungles of northern South America.

Lea, Fanny Heaslip **Fi**
Anchor man. 307p. D c. N. Y., Dodd, Mead 2.00
A romance with a background of American naval life.

Lee, Frank H.
Days and years in Japan. 228p. D '35 N. Y., G. E. Stechert 1.50

Leonhart, Raphael W.
Speratia. 271p. D c. Bost., Meador 2.00
The author points out certain errors and defects in the fields of new economy and new politico-social thought.

Lingo, Ada E. **Fi**
Murder in Texas. 294p. diagr. D (Black band mystery) c. Bost., Houghton 2.00
A murder tale laid against a background of "hot oil" and sudden gushers, a newspaper office, and a small town sizzling in a Texas heat wave.

Linn, James Weber **Bi**
Jane Addams; a biography. 468p. il. O c. N. Y., Appleton-Century 3.50
The authorized biography of the late Jane Addams, distinguished founder of the Hull House settlement in Chicago.

Lippmann, Walter
The new imperative. 52p. D c. N. Y., Macmillan 1.25
An attempt to define the influence of the economic crisis of the past six years upon the traditional view of the function of government in the United States.

Little, Louis and Harron, Robert **Sp**
How to watch football; the spectator's guide. 333p. il., diagrs. D [c. '35] N. Y., Whittlesey House, McGraw-Hill 2.50
An explanation for the average spectator of the plays, rules, defensive and offensive tactics of football. Lou Little is head football coach at Columbia University.

Longworth, Alice Lee Roosevelt [Mrs. Nicholas Longworth] **Bi**
Crowded hours; reminiscences [popular ed.]. 360p. il. O '35, c. '32, '33 N. Y., Schibner 1.00

Love, Adelaide **Po**
The crystal flute. 87p. O c. N. Y., Dodd, Mead 2.00
A second volume of verse by the author of "The Slender Singing Tree."

Lozovsky, A.
Marx and the trade unions. 188p. (bibl. footnotes) O ['35] N. Y., Internat'l Publishers 1.75
An outline of the contribution of Marx and Engels to the trade union movement.

Lyman, Dean Beldon **Bi**
The great Tom Fuller. 210p. (10p. bibl.) front. (por.) O c. Berkeley, Univ. of Cal. Press 2.25
An interpretative study of the life and work of Thomas Fuller, a 17th century English preacher who alone wrote England's first dictionary of national biography.

McCord, David Thompson Watson **Po**
Bay window ballads; il. by John Lavalle. 129p. O c. N. Y., Scribner 2.50
Light verses, many of which appeared between 1925 and 1935 in *The New Yorker, Vanity Fair,* F.P.A.'s *Conning Tower,* etc.

McCord, Joseph **Fi**
Heart's heritage. 268p. D c. Phil., Macrae-Smith 2.00
It was only when Dale Farwell fell in love and told his father that he learned his father's secret and came to understand the slight barrier that had always existed between them.

Lamkin, Nina B.
Hallowe'en and Thanksgiving; the harvest festivals. 119p. (bibls.) D (All through the year ser.) [c. '35] N. Y., S. French pap., .50

Land, Roy, comp.
Plays for amateurs; rev. and enl. [bibliography]. 68p. O (Univ. of Va. Record Extension ser., v. 19, no. 5) '35 Univ., Va., Univ. of Va., Extension Division pap., gratis

Landman, J. H.
An outline history of the world since 1914; rev. ed. 311p. (bibls.) il., maps D (College outline ser.) [c. '34, '35] N. Y., Barnes & Noble pap., .75

Leland, Roscoe Genung, M.D.
Distribution of physicians in the United States. 62p. (bibl. footnotes) diagrs. O [c. '35] Chic., [Amer. Medical Ass'n] pap., .50

Madariaga, Salvador de ★

Don Quixote; an introductory essay in psychology [tr. by the author from the Spanish]. 159p. D '35 N. Y., Oxford 2.50

Malmberg, Carl

Diet and die. 149p. (bibl. footnotes) D [c. '35] [N. Y.], Hillman-Curl, Inc., 66 5th Ave. 1.50

Pointing out the dangers of the many popular reducing methods and the advertised obesity cures.

Mann, Edward Beverly Fi

Rustlers' round-up; a "Whistler" story. 302p. D c. N. Y., Morrow 2.00

A fast-moving tale of the cattle country in which The Whistler, U. S. Deputy Marshal, routs a gang of rustlers, thieves and murderers.

Mantle, Burns, ed. Dr

The best plays of 1934-35, and the year book of the drama in America. 539p. il. D '35, c. '33-'35 N. Y., Dodd, Mead 3.00

The ten best and most representative plays of the past dramatic season, included by excerpt and summary, are "The Children's Hour," "Valley Forge," "The Petrified Forest," "The Old Maid," "Accent on Youth," "Merrily We Roll Along," "Awake and Sing," "The Farmer Takes a Wife," "Lost Horizons" and "The Distaff Side."

Marbot, General Jean Baptiste Antoine Marcelin, baron de Bi-Hi

Adventures of General Marbot; ed. and il. by John W. Thomason, jr. 511p. O c. N. Y., Scribner 3.00

A selection of the most exciting portions of the memoirs of General Marbot, cavalry leader in Napoleon's Grand Army.

Matthiessen, Francis Otto

The achievement of T. S. Eliot; an essay on the nature of poetry. 175p. O '35 Bost., Houghton buck., 2.25

A critical and analytical appraisal of the poetry of T. S. Eliot.

Meade, Julian R. Bi-Tr

I live in Virginia. 320p. O c. N. Y., Longmans 2.50

An informal account of life today in Virginia, as seen and experienced by the author.

Fi

Merrick, Leonard [originally Leonard Miller]

A chair on the boulevard. 403p. D (De luxe dollar eds.) [c. '21] N. Y., Dutton 1.00

Millward, Edward J. Fi

The House of Wraith. 288p. il. D '35 Bost., Houghton 2.00

A murder mystery in an English setting.

Monaghan, Frank Bi

John Jay, defender of liberty. 497p. (7p. bibl.) il. O c. Ind., Bobbs-Merrill 4.00

An authoritative biography of one of the most significant and interesting figures of 18th century America —John Jay, first Chief Justice of the United States.

Motors and motoring; 2nd ed. 197p. S '35 N. Y., Engineers B'k Shop 1.50

Moulton, Harold Glenn Ec

Income and economic progress. 202p. (bibl. footnotes) diagrs. (pt. col.) O c. Wash., D. C., Brookings Inst. 2.00

The last volume in a series of four studies devoted to an analysis of the distribution of wealth and income in relation to economic progress. The first three are "America's Capacity to Produce," "America's Capacity to Consume" and "The Formation of Capital."

Mulford, Clarence Edward Fi

On the trail of the Tumbling T. 310p. D c. Garden City, N. Y., Doubleday 2.00

A western adventure.

Munz, Philip Alexander Sc

A manual of southern California botany. 681p. (bibl.) il. O '35 San Francisco, J. W. Stacey, Inc., 236 Flood Bldg. 5.00

Nicolson, Harold George Bi

Dwight Morrow. 425p. il. O [c. '35] N. Y., Harcourt 3.75

The authorized biography of the late Dwight Morrow, distinguished American citizen and statesman.

Nock, Albert Jay [Journeyman, pseud.]

Our enemy, the State. 209p. D c. N. Y., Morrow 2.25

A discussion of the growing power of the State which today threatens the rights of society and the individual. The author is particularly concerned with what has happened and is happening in America.

O'Brien, Edward Joseph Harrington [Arthur Middleton, pseud.], ed. Fi

The best British short stories, 1935; and the yearbook of the British, Irish, and colonial short story. 263p. O c. Bost., Houghton 2.50

H. E. Bates, Walter Greenwood, Norah Hoult and L. A. G. Strong are among the twenty-four authors represented.

O'Brien, Patrick Joseph Bi

Will Rogers, ambassador of good will, prince of wit and wisdom; with an appreciation by Lowell Thomas. 288p. il. O [c. '35] Phil., Winston 1.00

The life story of the late Will Rogers, popular American philosopher, humorist and movie star.

Oglesby, Catharine Bu

Fashion careers; American style. 283p. D c. N. Y., Funk & Wagnalls 2.00

A guide to every branch of fashion as a business career for the young woman.

Parker, Robert Allerton Bi

A Yankee saint; John Humphrey Noyes and the Oneida Community. 322p. (3p. bibl.) il. O c. N. Y., Putnam 3.75

A study of the life, character and ideas of John Humphrey Noyes who, in the middle of the 19th century, initiated a daring social experiment in central New York State—the Oneida Community which flourished for thirty years under his leadership under a system of Christian communism and complex marriage.

Mitchell, Ronald Elwy

A handful of sheep; a comedy of North Wales in one act. 24p. diagr. D [c. '35] N. Y., S. French pap., .35

A rocky wooing; a comedy in one act. 28p. diagr. D [c. '35] N. Y., S. French pap., .35

Monseth, I. T. and Robinson, P. H.

Relay systems; theory and application. 560p. (bibls., bibl. footnotes) diagrs. O c. N. Y., McGraw-Hill 6.00

Nicolson, Marjorie

The microscope and English imagination. 92p. (bibl. footnotes) O (Smith Coll. studies in modern languages, v. 16, no. 4) '35 Northampton, Mass., Smith College pap., .75

Nordstrom, Frances

Little Doctor Love; a one-act play. 19p. diagr. D c. '16, '35 N. Y., S. French pap., .35

Ostheimer, Rev. Anthony L.

Instructions for non-Catholics before marriage. 239p. (8p. bibl.) T c. Phil., Dolphin Press pap., .60

Parker, Caroline Bird and Richards, G. Darlington, eds.

The hymnal for boys and girls. 231p. D c. N. Y., Appleton-Century 1.10

Payson, William Farquhar Fi
Give me tomorrow. 394p. D c. N. Y., Dodd, Mead 2.50
This story of Helena Joyce, whose mother was convicted of murder and executed, is laid in New England, California, Chicago and New York and portrays her search for happiness and a normal life.

Pearson, M. Winston and Bullis, Franklin H. Ju
Injuns comin! 310p. il. D c. N. Y., Scribner 2.00
Hostile Sioux Indians brought excitement into the lives of the Bullis family who came from Vermont in a covered wagon to settle in frontier Minnesota. For boys and girls.

Perham, Margery and Curtis, Lionel
The Protectorates of South Africa; the question of their transfer to the Union. 119p. O '35 N. Y., Oxford 2.00

Pickford, Mary
My rendezvous with life. 37p. S c. N. Y., Kinsey bds., 1.00
A companion volume to "Why Not Try God" in which the author stresses the power of thought for harmonious and peaceful living and advocates thinking love instead of hate; faith instead of fear; happiness instead of grief.

Pierce, Beatrice Ju
It's more fun when you know the rules: etiquette problems for girls. 281p. il. D [c. '34, '35] N. Y., Farrar & Rinehart 1.75
Information for young girls on modern informal and formal social customs.

Pindar Po
Pindari carmina, cum fragmentis; ed. by C. M. Bowra. 298p. D (Oxford classical texts) '35 N. Y., Oxford 3.00

Powers, Harry Huntington Ar
The art of Michelangelo. 234p. il. D c. N. Y., Macmillan 3.00
A study in the appreciation of Michelangelo's art.

Proceedings of the Third International Conference of Agricultural Economists Ec
held at Bad Eilsen, Germany, 26 August to 2 September, 1934. 506p. front. O '35 N. Y., Oxford 6.00

Proface, Dom
College men; their making and unmaking. 324p. O [c. '35] N. Y., P. J. Kenedy 2.00
A helpful guide to the social and moral problems which confront college students.

Przywara, P. Erich ★Re
Polarity; a German Catholic's interpretation of religion; tr. [from the German] by A. C. Bouquet, D.D. 162p. O '35 N. Y., Oxford 3.00

Raucourt, Jules Fi
Hollywood star; roman [in French]. 178p. S '35 Hollywood, Cal., Author, 1924 Argyle Ave. 1.00

Rawlings, Mrs. Marjorie Kinnan Fi
Golden apples. 352p. D c. N. Y., Scribner 2.50
The Florida forest-land is the scene of this dramatic, emotional novel by the author of "South Moon Under."

Raynolds, Robert Fi
Fortune. 424p. O c. N. Y., Morrow 2.50
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Reck, Franklin M. Ju
Automobiles from start to finish. 92p. il., diagrs. Q c. N. Y., Crowell 2.00
Photographs and text tell boys from 12 to 16 how automobiles are made, how they run, and how they have developed.

Reed, Anna Y., and others
The effective and the ineffective college teacher; a study made for the National Personnel Service, Inc. 358p. (4p. bibl.) O [c. '35] N. Y., Amer. B'k 3.50

Reed, William Maxwell and Bronson, Wilfrid Swancourt Ju
The sea for Sam; ed. by F. C. Brown and Charles M. Breder, jr.; il. by Wilfrid S. Bronson. 374p. (bibl. notes) il. (col. front.), maps, diagrs. O [c. '35] N. Y., Harcourt 3.00
Scientific information about the ocean and deep-sea life clearly explained for children of 12 years and older.

Rippy, James Fred Bi
Joel R. Poinsett, versatile American. 269p. (bibl. notes) il. O c. Durham, N. C., Duke Univ. Press 3.00
A biography of a distinguished American statesman of the early 19th century.

Roback, Abraham Aaron
Jewish influence in modern thought. 506p. (30p. bibl.) il. (pors.) O [c. '29] Bost., Bruce Humphries 4.00
Originally issued by Sci-Art Publishers.

Roberts, Edith Adelaide and Lawrence, Julia R.
American ferns; how to know, grow and use them. 106p. il., diagrs. O c. N. Y., Macmillan 2.50
A guide to the identification and cultivation of American ferns.

Sabatini, Rafael Fi
Chivalry. 292p. O '35, c. '34, '35 Bost., Houghton 2.50
A tale of swashbuckling adventure and romance in Italy during the 15th century.

Sass, Herbert Ravenel
Adventures in green places; il. by Alice R. Huger Smith [new enl. ed.]. 310p. il. (col. front.) O (Minton, Balch b'k) [c. '20-'35] N. Y., Putnam 3.50

Schaare, Richard Ju
The life of Davy Crockett in picture and story. 64p. O c. '35 N. Y., Cupples & Leon .50

Payne, Elisabeth Stancy
The purple rim; a play in one act. 29p. diagr. D c. '35 N. Y., S. French pap., .35

Poppe, Harold
The cheery orchard; a fantastic travesty in one act. 29p. diagr. D c. '35 N. Y., S. French pap., .35

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Reach, James
Little Miss Dreamer; a comedy in three acts. 86p. diagr. D c. '35 N. Y., S. French pap., .50

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Sanders, Gerald
A poetry primer. 92p. (3p. bibl. note) O [c. '35] N. Y., Farrar & Rinehart pap., .50

Schneiderman, Harry, ed. **Re**
The American Jewish year book 5696, September 28, 1935 to September 16, 1936; v. 37. 554p. il. (pors.) D c. Phil., Jewish Pub'n Soc. of America 3.00

Schrank, Joseph and Dunning, Philip Hart **Dr**
Page Miss Glory; a play in two acts. 132p. il., diagrs. D (French's standard lib. ed.) c. '34, '35 N. Y., S. French pap., .75

Scott, Mrs. Natalie Vivian
Your Mexican kitchen; a compilation of Mexican recipes practicable in the United States. 306p. il. D [c. '35] N. Y., Putnam 2.50
The illustrations are drawings by two Mexican schoolboys.

Shelnutt, James Bunkett **Re**
Christian living. 220p. D c. '35 [East Point, Ga., Author] 1.50

Simonds, Frank H.
American foreign policy in the post-war years. 171p. D (Albert Shaw lectures on diplomatic hist.) c. '35 Balt., Johns Hopkins Press 2.00

Skinner, Charles Edward and others, eds.
Readings in psychology. 863p. (3p. bibl., bibls.) il., diagrs. O c. N. Y., Farrar & Rinehart 4.00; college ed., 2.90, for orders of 25
A compilation of significant and relevant materials to supplement the standard texts of introductory courses in psychology.

Sloane, Ross **Fi**
Free lance lover. 279p. D c. '35 N. Y., Godwin 2.00

Smith, Cecil Lonford
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Smith, Nila Banton
At home and away. 144p. il. (col.) D (Unit-activity reading ser.) [c. '35] Newark, N. J., Silver, Burdett .56
A primer.

In city and country. 176p. il. (col.) D (Unit-activity reading ser.) [c. '35] Newark, N. J., Silver, Burdett .60
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Round about you. 240p. il. (col.) D (Unit-activity reading ser.) [c. '35] Newark, N. J., Silver, Burdett .68
A second reader.

Tom's trip. 40p. il. (col.) S (Unit-activity reading ser.) [c. '35] [Newark, N. J.], Silver, Burdett pap., .20
A pre-primer.

Spaeth, Frank W., comp. **Bu**
Radio broadcasting manual; the radio as a publicity medium for retailers; an appraisal with a resume of experiences. 80p. (bibl.) il. Q [c. '35] N. Y., Nat'l Retail Dry Goods Ass'n, 225 W. 34th St. bds., 2.50

Standing, T. G. **Hi**
A short history of Rhodesia and her neighbours. 221p. il., maps S ['35] N. Y., Longmans flex. cl., 1.25

Stevens, William Oliver **Ju**
The right thing; how to be decent though modern. 165p. D c. N. Y., Dodd, Mead 1.50
A companion volume to "The Correct Thing." Frank and sincere talks to the modern boy on the subject of morals.

Stevenson, Burton Egbert **Po**
Famous single poems, and the controversies which have raged around them [new enl. ed.]. 402p. D '35, c. '23, '35 N. Y., Dodd, Mead 2.50

Strong, Leonard Alfred George **Fi**
The Seven Arms. 315p. O c. N. Y., Knopf 2.50
A stirring historical romance laid on the western coast of Scotland and in France at the time of the Napoleonic Wars.

Tryon, Rolla Milton
The social sciences as school subjects. 554p. (bibl. footnotes) D (Report of Commission on Social Studies, pt. 11) [c. '35] N. Y., Scribner 3.00
A pedagogical study which deals with the national experience in the organization of the social sciences for school purposes.

Vaughan, Agnes Carr **Fi**
Within the walls. 336p. D c. N. Y., Macmillan 2.50
Ilion during the siege is the setting of this story of Andromache from the time of her arrival in Ilion as Hector's bride until the tragic day when her son was taken from her.

Schramm, Wilbur Lang
Approaches to a science of English verse. 82p. (bibls.) diagrs. O (Ser. on aims and progress of research, no. 46) '35 Iowa City, Univ. of Ia. pap., 1.00

Scott, Sir Walter
Quentin Durward; simplified by Michael West. 157p. il. S (New method readers, 3rd suppl. reader, 4) ['35] N. Y., Longmans pap., .35

Shipp, Nelson M.
Where psychology breaks down (spiritual biology). 84p. front. D c. Columbus, Ga., [White Co.] pap., .50

Stamper, W. J.
Beyond the seas; a collection of short stories filled with mystery, adventure, and lure of foreign countries as experienced and narrated by a Marine officer on duty beyond the seas. 215p. O c. [Norfolk, Va., Author, 7100 Hampton Blvd.] pap., .75

Taylor, Walter P.
Ecology and life history of the porcupine (Erethizon epixanthum) as related to the forests of Arizona and the southwestern United States. 177p. (6p. bibl.) il., maps, diagrs. O (Univ. of Ariz. bull., v. 6, no. 5; Biological sci. bull. no. 3) '35 Tucson, Univ. of Ariz. pap., 1.00

Washburn, R. S. and Marvin, G. E.
Organization and management of apiaries producing extracted honey in the white clover region. 43p. il., diagrs. O (U. S. Dept. of Agri. technical bull. no. 481) '35 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., .05

Wayne, Kathryn
The Porter house stake; a comedy in three acts. 118p. diagr. D c. '35 N. Y., S. French pap., .50

Williams, Robert Seaton and Homerberg, Victor O.
Principles of metallography; 3rd ed. 322p. (bibl. footnotes) il., diagrs. D (Internat'l chemical ser.) '35, c. '19-'35 N. Y., McGraw-Hill 3.50

Wolfcheck, Sylvia C.
A play for every holiday; short sketches for class and assembly in elementary schools. 87p. D [c. '35] N. Y., S. French pap., .50

Yarnell, David L.
Rainfall intensity—frequency data. 67p. maps, diagrs. O (U. S. Dept. of Agri. misc. pub'n no. 204) '35 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., .10

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Romantic and historic Virginia. 258p. il., map D c. N. Y., Dodd, Mead 3.00
A description of the romantic past, colonial life, present delights, and natural beauty of Virginia, by the author of "Romantic and Historic Maine," etc.

Vogel, Joseph **Fi**
At Madame Bonnard's. 297p. D c. N. Y., Knopf 2.00
Life, both tragic and comic, sordid and pleasant, in a rooming-house on New York's west side where the landlady minded her own business.

Waldman, Milton **Bi**
Joan of Arc. 338p. (4p. bibl.) il., maps O c. Bost., Little, Brown buck., 3.50
A biography which attempts to portray the Maid of Orleans not as a legend but as flesh and blood—a reverent, patriotic, exalted and brave young woman.

Waller, W. W. **Re**
The Christ of Anglo-Israel. 313p. O c. Bost., Meador 2.00
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Walsh, Charles Robert
The science and art of speech. 212p. (2p. bibl.) diagrs. O c. N. Y., Benziger 2.60
A manual on voice culture.

Webb, Mrs. Mary Gladys Meredith **Fi**
Precious bane. 372p. D (De luxe dollar eds.) ['35] N. Y., Dutton 1.00

West, Michael Philip and Endicott, James Gareth
The new method English dictionary. 349p. il., diagrs. D ['35] N. Y., Longmans .80; teachers' handb'k., .18
This English dictionary, written especially for the foreigner, explains the meaning of 24,000 items within a vocabulary of 1,490 words.

Wilde, Percival **Dr**
Comrades in arms, and other plays for little theatres. 245p. D '35, c. '31, '35 Bost., Little, Brown 1.75
Six one-act plays.

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Elementary quantitative analysis; new 2nd ed. 436p. il. O '35 N. Y., Van Nostrand 3.25

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Luminous token; poems. 64p. O [c. '35] N. Y., Henry Harrison 1.50

Winslow, Ann, ed. **Po**
Trial balances. 241p. O c. N. Y., Macmillan 2.00
A critical anthology of modern poetry. Each of thirty-two young poets has a section of verse introduced by a critical article on his work by a prominent poet or critic.

Wolfe, John H. and Phelps, Everett R.
Practical shop mathematics; v. 1, Elementary. 342p. diagrs. D c. N. Y., McGraw-Hill flex. lea. cl., 2.20
For students in factory schools, trade schools and high schools.

Work, Ernest
Ethiopia, a pawn in European diplomacy. 366p. (8p. bibl.) front. (por.), maps O [c. '35] New Concord, O., Author 3.00
The author, a professor of history at Muskingum College who formerly served as adviser in educational matters to the Ethiopian government, surveys and analyzes the present Ethiopian crisis and the country's past international relations.

Wyeth, Newell Convers, ed.
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White. Log of a Lone Sea Rover. 1917.
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To Gibraltar and Back in a 18-tonner. 1888.
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Badminton Library. Yachting. 2 vols.
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Forbes, R. B. Personal Reminiscences; A Discursive Sketch of Yachting. 1888.
I buy books relating to Salt Water every day, nothing else. Please quote me this material whenever opportunity offers.

Park Book Shop, 919 G St., N.W., Wash., D. C.

Langlois & Seignobos. Introd. to the Study of History. Trans. G. G. Berry.
Essays in the Teaching of History. Cambridge. 1901. Ed. W. G. Archbold.
Gross, C. Sources and Literature of English History. 2nd ed. 1915.
G. E. A. Jelp. Where to Find Your Law. 3rd ed. London. 1907.
Plunknett, T. F. Statutes and Their Interpretation in the First Half of the 14th Cent. 1922. Cambridge Univ. Press.
Feddern. Landscape Painting.

Park Book Shop, 1241 Third Ave., New York

Theatre Arts. May, 1917; Oct., 1919; Jan., 1920.

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Complete American Atlas. Philadelphia. Carey & Lea. 1822.

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Family of Richard Booths. Westcott & Co. 1862.
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Lawbaw. Preakness.
Lester. Clay Work. 1908.
Lincoln. February Hill. 1st ed.
Locke Philos. Works.
Louisiana Purchase.
McClaughtrys. Eng. trans. of Bertillon's System of Identification. 1896.
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Ramsays. Military Memoirs of Gt. Britain, or Histy. of the War, 1755, 1763. Edinburgh. 1779.
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Raymond. Little Lady of the House.
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Stevenson. Across the Plains. Scribner Biog. ed. 1914. Flexible, containing "Fontainbleau."
Warner Library. Vol. 5. 1917. University ed.
Webster Works.
Wells, Carolyn. An Outline of Humor.
Wexberg. Your Nervous Child.
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Case Studies Present Day Religious Teaching. Yale Univ.
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Dewey. Essays in Experimental Logic. 1916.
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Ferguson. In Those Days. Knopf.
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Poston, C. D. Apache.
Say. Treatise on Political Econ. 1869.
Staley. Essays on Church Ceremonials.
Sorokin. Social Mobility. Harper.
Walzoff. The Perchino Hunt.
Williams. Courses of Reading in Amer. Liter.
Meredith. Works. V. 2, Ordeal. Scribner. 1909.
Thackeray. Works. V. 5, Newcombes. 1904. Crowell.

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Stone & Thomas, Wheeling, W. Va.
Eliot, T. S. Waste Land.

Strawbridge & Clothier, Book Dept., Phila., Pa.
United States Catalog. Jan. 1, 1928.
Myers, L. H. 1st eds.
Wodehouse. Happy Warrior.
Cost, March. The Dark Glass. 1st Eng.

Paul A. Struck, 415 Lexington Ave., New York
Mantzius, Karl. The History of Theatrical Art. 6 vols. London. 1903-1921.
Early books on Penmanship. Pub. prior to 1840.

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Bankers' Magazine. Vols. 1-55.
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American Naturalist. Vol. 23. 1889.
American Speech. Oct., 1925.
Analyst. Vols. 39-46.
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Proceedings of the Pacific Coast Branch of the American Historical Society for 1927.
Alford. Managements' Handbook. Ronald. 1924.

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Comstock, J. H. The Wings of Insects. 1918.
Ward, Lynd. Mad Man's Drum. 1st ed., and any Lynd Ward signed eds.

Theosophical Press, Wheaton, Ill.

Leo, Alan. Jupiter the Preserver.

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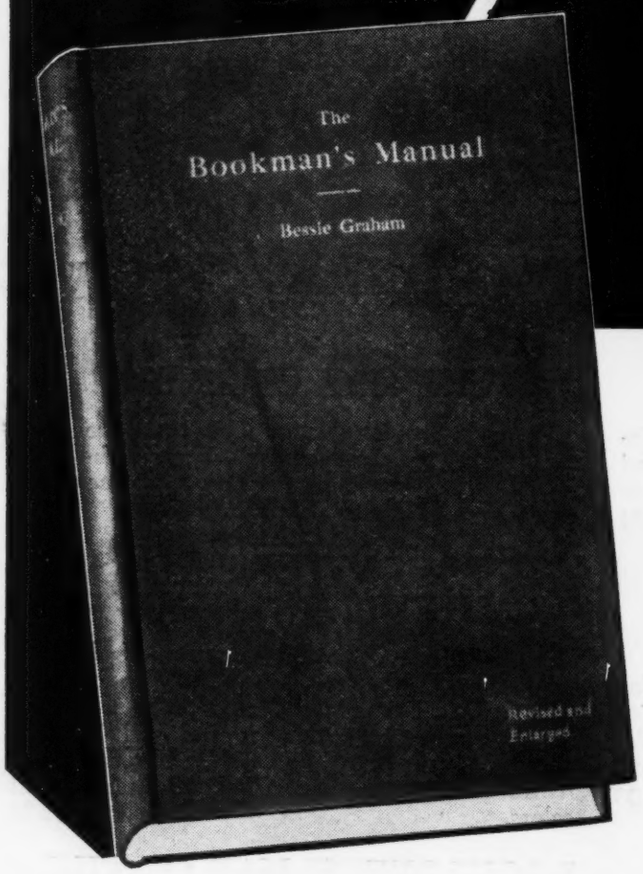

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